Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

April 6, 1959
Volume 30 • Number 14
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill. *Copyright, 1959, by Advertising Publications, Inc.*

THE NATIONAL NEWSPAPER OF MARKETING

$6,500,000 Cuppa Java . . .

JWT Regains Chase & Sanborn Coffee Account Resigned by Compton Agency

In Rising Instant Coffee Field, Chase & Sanborn Has Not Fared So Well

NEW YORK, April 2—Standard Brands' Chase & Sanborn regular and instant coffees were resigned this week by Compton Advertising, and the $6,500,000 in billing was awarded to J. Walter Thompson Co., which already handles the company's tea.

It represented a kind of round robin. Compton originally acquired Standard Brands coffee and tea from Thompson. The tea returned to JWT three years ago.

The shift follows some company realignments and a shift in account people handling the brands at Compton. Last winter D. B. Stetler, vp and director of advertising, left the company. His official departure date was Jan. 1. His post has not been filled. Advertising is handled by product managers, working through Edward D. Barrett, assistant vp of the grocery division, and coordinated by James Thompson.

Last August the company moved J. L. Burson into the product manager's job on coffee, formerly held by C. W. Plehaty Jr.

■ Compton apparently had worked the account largely following Mr. Stetler's specifications. Olin A. (Spike) Saunders, who was Compton's supervisor on Chase & Sanborn, resigned in February.

Chase & Sanborn regular has been doing fairly well in share of market, but the instant coffee has been showing some weakness. It is now in third place, holding perhaps 8½ to 9% of the market, below Nescafe with 12-14%, and far behind pace-setting Maxwell House, which has around 40%. Borden is fourth, with about 4-4½%.

About 18 months ago, riding the crest of a number of deals, Chase & Sanborn instant held around 10½ to 11% of the market. There is some argument over whether the deals have helped Chase & Sanborn instant. A string of offers —7¢, 10¢ and 15¢ off label—have produced volume in promotions, but there is some dissent as to whether they produce long-term gains. Another agency man, experienced in the coffee field, thinks they do not. "They serve to mix up the Nielsens and worry the competition, but they don't do much for the brand; also, there's always the question of whether you may be accustoming the housewife to buy a brand only when it's being dealt," he said.

The instant field is the field

(Continued on Page 92)

TREES—*Land O'Lakes Creameries is breaking this new promotion for its butter in the eastern half of the U.S. Campbell-Mithun, Minneapolis, is the agency.*

Magazines Confirm 'Cigaret Censorship'

They Report Pressure to Skip Bantron Copy; No Pressure, Say Others

(See editorial on Page 14)

CHICAGO, April 3—Charges that tobacco companies have exerted pressure on media to prevent their carrying advertising for Bantron, a smoking deterrent, were substantiated by some magazines this week. They were denied by others.

H. W. Kastor & Sons, which handles Bantron advertising for Campana Sales Co., Batavia, Ill., made the charges in "an open letter to some tobacco companies and their agencies"—a page ad in ADVERTISING AGE March 30.

For the record, the tobacco companies, their agencies, and most media people remained silent.

Off the record, however, one publisher, who no longer carries Bantron ads, had this to say:

• "When the copy runs in small space, there isn't any argument. When it appears in full pages, somebody asks one of your salesmen casually why you run 'junky' ads like Bantron, and points out that they don't 'do anything' for the book. And pretty soon you start losing tobacco business. No threats, no intimidation."

• One big book said it never carried Bantron advertising "because we decided against it." The magazine spokesman added that taking Bantron copy "would be bad business" since the publication had so much cigaret linage.

• *Life* told AA, "None of our tobacco advertisers has either cancelled or threatened to cancel planned space as a result of Bantron advertising in *Life*. We have been accepting such advertising since November, 1956. In only one instance during the entire period to date have we received a letter of objection."

Life declined to identify the tobacco company that objected.

Another magazine said it carried "a couple of small-space ads"

(Continued on Page 92)

American Surprises No One; Names Y&R

'Hard to Find Reasons Not to Pick Y&R,' Says $6,000,000 Advertiser

NEW YORK, April 2—American Airlines told ADVERTISING AGE today that it awarded its plus-$6,000,000 account to Young & Rubicam because "they have more of everything we need."

Y&R's appointment to succeed Lennen & Newell, effective June 1, was announced earlier this week. It caused not a ripple of surprise along Madison Ave. The headline in the March 16 AA read: "Y&R Heads Standbys at American Airlines."

A spokesman for American, who did not wish to be identified, conceded that Y&R was the logical choice from the start. "It would be hard to find reasons not to pick Y&R," he pointed out. However, he emphatically denied that American was just going through the motions in seeing more than a dozen interested agencies during the last three weeks of March.

The spokesman said neither Y&R nor any other agency was given encouragement by American until after the March 9 announcement that the account was leaving L&N.

■ Questioned about a report that Y&R had made a full-dress presentation for the account in February,

(Continued on Page 8)

AA Publisher Starts Libel Suit Against Gallagher Report

NEW YORK, April 2—An action for recovery of $100,000 in damages from The Gallagher Report Inc. has been begun in the supreme court of New York County by Advertising Publications Inc., publisher of ADVERTISING AGE.

The action arises out of the publication of allegedly defamatory material in a January issue of The Gallagher Report, a news letter devoted to the magazine publishing industry, in connection with Gallagher's comments on the handling of subscriptions acquired when Advertising Publications bought *Advertising Agency Magazine*.

Service of summons in the case was made on the Secretary of State of New York on March 27, because of difficulty in achieving service on any officer of the corporation. The next step requires The Gallagher Report to file an appearance, after which the plaintiff will file the formal complaint setting out the cause of action. #

An AA Survey . . .

Unemployment Picture Spotty in Ad Field in Wake of Recession, Mergers

Specialists Still in Demand; 'Middle Income' Admen Hard Hit in N.Y.

NEW YORK, April 2—Unemployment, a national headache with 4,749,000 people out of work, has thus far had only a limited effect on the advertising field, according to an eight-city survey by ADVERTISING AGE.

Most employment agencies and personnel managers report upturns in hiring, and people with certain specialized backgrounds are in short supply—notably in drugs, tv, soft goods and technical industrial products.

New York

Along Madison Ave., the unemployment problem is being felt most keenly by account executives and copywriters, particularly those in the so-called middle-income area—from $12,000 up.

But there were some silver linings. Jerry Fields, director of Jobs Unlimited, who sees the over-all employment situation as "extremely good" and "running 40% to 50% ahead of last year," said creative people in the $12,000 to $25,000 range with heavy experience in package goods were finding jobs.

"The scarcest commodity on Madison Ave. today," he added, "is the writer with tv and print experience in drugs and toiletries. Drugs is a magic word with agencies today and there's nobody out

(Continued on Page 72)

Last Minute News Flashes

Kastor, Hilton Gets Mead, Johnson Institutional

EVANSVILLE, IND., April 3—Mead, Johnson & Co. has named Kastor, Hilton, Chesley, Clifford & Atherton, New York, to handle its institutional advertising program. Wentzel, Wainwright, Poister & Poore, Chicago, is the previous agency. Thomas S. Wainwright, who had been on the account at the Wentzel agency, already had left to join Kastor, Hilton (*see story on Page 49*). ADVERTISING AGE also learned that Mead, Johnson is preparing to assign an "important" product in the ethical drug field to Doherty, Clifford, Steers & Shenfield, New York.

Adams & Keyes Adds Guest Aerovias, Its 4th Airline

NEW YORK, April 3—Adams & Keyes has added its fourth airline account—Guest Aerovias Mexico, Mexican line, which has daily nonstop flights between Mexico City and Miami and which also operates routes to Paris, Lisbon, Madrid and Caracas. The agency already handles advertising for Delta Airlines, Scandinavian Airlines System and Ethiopian Airlines.

Ogilvy Named Bristol-Myers Agency Sans Portfolio

NEW YORK, April 3—Bristol-Myers has informed its agencies that Ogilvy, Benson & Mather has been added to its agency roster. It was an unusual appointment, since Ogilvy was not immediately assigned to any products. Bristol-Myers' shops include Young & Rubicam, Doherty, Clifford, Steers & Shenfield and Batten, Barton, Durstine & Osborn.

Milwaukee Road Names J. Walter Thompson Co.

CHICAGO, April 3—J. Walter Thompson Co. has been named to handle advertising for the Chicago, Milwaukee, St. Paul & Pacific Railroad, effective May 1. Roche, Rickerd & Cleary formerly had the account.

(Additional News Flashes on Page 93)

Stations Want Only Numbers, Seiler Charges

ARB Head Appeals to Advertisers, Agencies as Arbitron Test Flops

WASHINGTON, April 3—Smarting under the refusal of Chicago stations to support its instantaneous tv rating service, American Research Bureau is pulling Arbitron out of Chicago and suspending plans to move into Los Angeles.

ARB Director James Seiler told ADVERTISING AGE that he regards ARB's Chicago experience as a critical point in the history of tv rating services.

"If advertisers and agencies are going to let stations turn down a rating service simply because it does not produce sufficiently high sets-in-use figures, then we are in for a numbers game, with rating services outdoing each other to come up with figures which are satisfactory to the stations."

■ ARB's crisis in Chicago came at the end of a month-long commercial scale test operation, during which Chicago stations received daily Arbitron reports gratis.

Arbitron's sets-in-use figures ran 15% to 20% below Nielsen and Pulse ratings, and as the deadline

(Continued on Page 93)

'News Is Free on WERE . . .'

Cleveland Dailies Raise Prices; Media Battle Erupts Over News Coverage

Radio, TV, Magazines Called Inadequate; WERE Returns Fire

CLEVELAND, April 2—A hike in the newsstand and subscription prices of the three Cleveland newspapers touched off a lively media battle here this week.

The initial volley was fired by the *News* on Tuesday, the day after the *News*, *Plain Dealer* and *Press* raised single copy prices from 7¢ to 10¢ and weekly delivery prices from 42¢ to 50¢. The price of the *Sunday Plain Dealer* remains at 25¢.

"Whoever you are today in greater Cleveland, you can't get the daily news you need from television and radio broadcasts," the *News* declared in a front-page editorial. "These media cannot, mechanically or functionally, deliver the news you need.

"The total wordage from all news broadcasts (and repeated broadcasts) over tv and radio in Cleveland, on the most news-important day, cannot exceed 9,000 words. (Words, incidentally, which can't be rechecked or reheard.)

"In the *News* each day, you have 24,000 to 30,000 words of news.

"No tv or radio newscast is equipped, save for infrequent special programs, to afford details of news events or background," the editorial continued.

■ "This newspaper comes to you from an enterprise incorporated to publish news without timidity or favoritism—this is our single business. But practically all air-wave newscasts come from a private sponsor, with natural reservations about controversial news matters.

"A few months ago, two of the best national news broadcasters, Eric Sevareid and Martin Agronsky, declared agreement in a radio interview by the Fund for the Republic, that 'shockingly little' important news is carried on the air waves.

"Newscast sponsors are reluctant to offend anybody anywhere with 'unpleasant' news, and have terminated newscasts at signs of friction.

"Newscasts are confused, for some listeners, with their commercials.

"As you read through this paper, ask yourself how much of the news and features of interest to you could likely be carried in any newscast."

■ Richard M. Klaus, vp and general manager of Radio Station WERE, decided to fight back, using a similar weapon—on-the-air editorials. The station began airing its editorial every hour on the hour as soon as the early edition of the *News* hit the stands. Mr. Klaus is sure the two-minute answer got to some listeners before

(*Continued on Page 57*)

'Grit' Refunds to Readers Who Bought 'Miracle Radios'

WILLIAMSPORT, PA., March 31—*Grit*, national weekly magazine for small-town families, published here by Grit Publishing Co., has sent refunds of nearly $800 to 160 subscribers who answered an ad placed in the magazine by a New York advertiser, and who bought "miracle pocket radios" that turned out to be merely crystal sets.

Gilbert E. Whitely, advertising manager of *Grit*, commenting on the refunds, said, "We have been in business since 1882. We stand behind our advertising, and when we got complaints on this we decided to make good."

The radios were advertised and sold by Borg-Johnson Electronics, New York, against which a false advertising charge was filed last May in New York state by Attorney General Louis J. Lefkowitz. The company was placed in receivership last June. #

Swift, Ford Use Gatefolds

Ford Motor Co. and Swift & Co. are using special gatefold front cover ads in April issues of *Life* to advertise, respectively, Ford trucks and lawn products. Ford's truck division will use three color pages backing the cover of the April 27 *Life*. J. Walter Thompson Co. is the agency. Swift used a color spread and facing b&w page for Golden Vigoro lawn food inside the front cover of the April 6 *Life*. Leo Burnett Co. is the agency.

'Live Modern' Lacked Appeal . . .

San Quentin No Refuge; Ads Influence Inmates' Intramural Buying: Linnell

Cons Brew More Instant at Cell Coffee Breaks, Canteen Manager Says

SAN FRANCISCO, March 31—Advertising is just as powerful in affecting the buying habits of convicts as it is with persons subjected to its influence in the freedom of their own living rooms.

Convict preferences guided by advertising show up in the purchase records of the Inmate Canteen, maintained in the yard of the San Quentin prison, near San Francisco.

The San Quentin canteen, managed for more than two years by Walter Linnell, does more than $1,000 a day in business among a truly captive clientele—some 5,000 convicts, who can choose among 310 brand name items.

Each "con" who has not lost privileges, Mr. Linnell explains, gets $18 a month drawn from earnings inside the prison shops or from funds on deposit. Prison rules prohibit spending more than the $18, and no credit buying is permitted.

■ "Naturally," Mr. Linnell declares, "such items as scissors, files, or straight razors aren't kept in stock. Except for these, however, the prisoners can find everything from candy and cigarets to wrist watches and perfumed hair oil.

"We keep quite a variety of stock on hand," Mr. Linnell continued, "but we always have a few convicts who ask for something we don't have—usually some specific brand the prisoners have read about in a magazine or newspaper advertising campaign."

For those who want to reach the convict market, Mr. Linnell

(*Continued on Page 86*)

CELEBRANTS—*Winthrop and Everett Hoyt, chairman and president respectively of Charles W. Hoyt Co.*

Its Rebate Policy Long Gone, Hoyt Finds 'Planned Ad' Idea Still Lively

Agency Marks 50th Birthday with New Promotion Campaign

NEW YORK, April 1—Charles W. Hoyt Co. today commemorated its 50th anniversary with (1) a party for its staff and (2) a new advertising campaign for itself.

The new campaign, scheduled to run every third week in *The New Yorker, New York Herald Tribune, New York Times, Journal of Commerce* and *Wall Street Journal*, also marks the agency's 50th year as a consistent advertiser.

While it marks something of a change in format and copy, the advertising philosophy behind the ads remains essentially the same as it was 50 years ago, namely, "planned advertising," a slogan registered with the U.S. Patent Office by the agency's founder.

The philosophy of "planned advertising," which Hoyt has always promoted, "is founded on the concept that advertising attains its greatest efficiency when it is correctly correlated with other selling forces—merchandising, sales promotion, and personal salesmanship."

The idea of "planned advertising" was developed by Charles W. Hoyt shortly after he left Armour & Co. in 1909 to start his own agency, in New Haven, Conn. In a typewritten broadside announcing his new venture, he said:

■ "I am not an advertising agent. My pay comes from my customer and not as commissions from the newspapers and magazines: My

(*Continued on Page 94*)

Boston Judge Hits Bra Commercials as Delinquency Cause

BOSTON, March 31—Brassiere ads and gangster movies shown on television during the daytime are among the breeders of delinquency in children, a Boston juvenile court judge declared here last week.

Judge John J. Connelly, speaking at a city council budget meeting, urged parents to organize in combat against factors which tend to lead young people into trouble.

He said a local station puts on a daily lunchtime children's show which is "probably the best of its kind in the country." Immediately following, the judge said, "comes the floating bra commercial and then comes James Cagney, swashbuckling, drinking, murdering and beating up women—everything you wouldn't want your children to see."

■ It is not far-fetched to believe that this type of viewing is responsible for instilling "a distorted attitude of sophistication" in young girls, Judge Connelly said. He added that twice as many girls are now involved in stealing than are boys.

He called upon the tv industry to exercise more self-censorship in its programming, saying that commercials showing women's undergarments and gangster movies have no place on daytime shows while children are still awake. #

DIAL SHIRTS—*Dial soap will support its premium offer of a woman's monogrammed shirt with this page ad scheduled for May and June issues of Family Circle, True Story and Woman's Day. Newspapers and tv also will be used.*

Rothmans Shifts $1,000,000 Account to Hayhurst Shop

Craven A, Sportsman Switched to MacManus, Black Cat to Foster

TORONTO, March 31—Some $3,000,000 in Canadian tobacco billings shifted yesterday when Rothmans of Pall Mall Canada Ltd., and its subsidiary, Rock City Tobacco Co., appointed new advertising agencies.

Rothmans of Pall Mall, maker of Rothmans king size, filter and Rembrandt cigarets, named F. H. Hayhurst Co. to handle its $1,000,000-plus account. Rothmans of Pall Mall and its former agency, Young & Rubicam, mutually severed their relationship two weeks ago (AA, March 23).

Rock City's Craven A and Sportsman brands of cigarets were assigned to MacManus, John & Adams, of Toronto and New York. Kenyon & Eckhardt Ltd. has handled the brands since 1931. MacManus also handles Regent cigarets in the U.S. for Riggio Tobacco Corp., Brightwater, N.Y., which is owned by Rothmans.

The Black Cat cigaret account—the brand is also manufactured by Rock City—was awarded to Foster Advertising Ltd., Toronto. This brand also was previously handled by Kenyon & Eckhardt.

■ Questioned on Rothmans' firing of Y&R, P. O'Neil-Dunne, world technical director of the Rembrandt-Rothmans-Carreras group, told ADVERTISING AGE: "We're tobacco men, and we just couldn't understand their figuring. Hayhurst had the account when we first came to Canada, and it goes

(*Continued on Page 91*)

Dial Sets 3-Week Drive in 4 Media for Shirt Premium

CHICAGO, April 1—The most extensive combined promotion-advertising campaign in the history of Dial soap will be launched in a single three-week period this spring from April 27 through May 16.

The promotion will be built around a coupon and a premium offer of a woman's monogrammed shirt. The coupons will offer 7¢ off on the purchase of two bath or three complexion bars of Dial. More than 20,000,000 coupons will be mailed to U. S. homes.

The premium will be a $4-value woman's shirt, personalized with a monogram, obtainable for $2 and two Dial soap wrappers. Shirts are available in blue, white and pink.

■ Advertising will break April 30 with page, half-page and quarter-page ads in 280 daily newspapers. Dial also will push the coupon-premium offer on ten daytime tv shows over NBC and ABC between April 27 and May 16. Additional ads will run in *Everywoman's Family Circle, True Story* and *Woman's Day*.

Dial expects to get maximum co-op ad support from retailers because of a special deal. Co-op allowances on case lots of Dial will be more than doubled during the period from April 1 through May 16. The company will specify that all co-op ad credit accrued during this period be spent on large-space newspaper or broadcast ads during the three-week national ad push.

Foote, Cone & Belding is the agency. #

Predict Ad Results Via Research? It's Chimerical Notion, Says Schachte

Just Improve Ads, ANA Told; Ogilvy Hits Clients' Skimpy Research Attitude

NEW YORK, April 1—Management people were told today by a member of that lodge that they could never expect to get predictions on the sales results to be produced by advertising.

Henry Schachte, exec vp of Lever Bros., who spoke at the advertising research workshop of the Assn. of National Advertisers, said it was "vain, false and unnecessary" to hope that an advertising researcher will one day be able to say, in effect, that an ad outlay of $1,000,000 produced 1,000,000 new customers, each worth $5.

He warned admen against promising or implying that they could supply "anything like a predictive evaluation of advertising expenditures."

Mr. Schachte said it is enough to show that advertising means more sales. "If management and advertising practitioners accept the basic fact that advertising can be a profitable assist in a profit economy, because it has so proved itself to be, then a whole new vista of advertising improvement is open to us," he said.

■ "For when we no longer waste time hoping for an exact measurement of total advertising impact," he added, "when we just accept the fact that advertising can and does work, then it is the job of advertising research to make advertising work better."

Mr. Schachte said an ad campaign is "the sum total, in impact, of a number of different parts." If advertising men did every part better, "we don't know if the total result would be two or five or 100 times better, but we do know it would be better," he said. "And it is a relatively simple thing to take apart each separate part of the advertising's total job and measure that part. From this, we can learn to do each part better."

Mr. Schachte said the managements of companies that advertise would be interested in a research program based on the ap-

(Continued on Page 60)

Dodge Sets Big Spring Campaign

NEW YORK, April 1—An advertising program for Dodge automobiles kicks off next week which will include more than $1,000,000 in newspapers and more than $300,000 in spot radio, plus magazine color pages.

Supporting the program is the "Dodge Dancing Party," on 179 ABC-TV stations.

In the past two weeks four teams of Dodge executives have held 28 meetings with more than 3,000 dealers across the country to discuss spring sales strategy. The four teams were headed by M. C. Patterson, general manager; Lee F. Desmond, assistant general manager; John B. Naughton, director of vehicle sales, and W. D. Moore, director of advertising and sales promotion.

The newspaper insertions range in size from 660 lines to 1,700 lines. Radio spots will run in 150 markets, and the color pages will be in *Holiday, Life, Look, The New Yorker, Newsweek, The Saturday Evening Post, Sports Illustrated* and *Time*.

Grant Advertising handles the Dodge account. #

Food Chain Hits 'Love 'em, Leave 'em' Co-op Ad Practice

NEW YORK, April 1—A group of local supermarket chains has decided to do something about national advertisers who withdraw their cooperative advertising programs once a new product gains a foothold in the market.

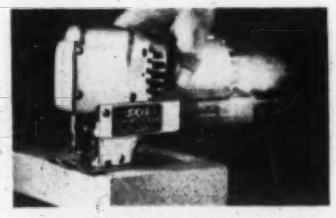
Food Industry Alliance, a trade association composed of 19 smaller food chains in the greater New York area with close to 2,000 stores, has adopted a three-point program outlining provisions which individual members will attempt to have incorporated in future co-op contracts with manufacturers.

Franklin H. Kochman, counsel and executive secretary of FIA, said some manufacturers have been in the habit of cutting their cooperative advertising contracts after their product introductions are completed and his group hoped the new program would eliminate or cut down on this practice.

■ He said FIA is trying to meet with about a dozen manufacturers in the food and non-food fields to work out new agreements. So far, Wesson Oil, Kimberly-Clark and several unnamed others have agreed to make some changes in their advertising arrangements, Mr. Kochman said.

■ The three points which individ-

(Continued on Page 56)


Saws 2x6 Board in 14 Seconds!
Skil Jig Saw is Fastest—cuts anything from wood to steel, any shape from straight lines to circles
SKIL
...AND SKILSAW POWER TOOLS

DRAMA—*Skil Corp. will use stroboscopic photos for action effect in a new ad series for its power tools. This one, to run in The Saturday Evening Post April 18, will be followed by ads in Look, Popular Mechanics and Popular Science. Fuller & Smith & Ross is the agency.*

Five Consecutive Days on Net TV to Push Kodaks

Three Regular Shows Plus Special, Plus Golf Tourney Set for Mid-June

ROCHESTER, N. Y., April 1—Eastman Kodak Co. will sponsor television shows on the three networks for five consecutive days in mid-June in what is believed to be the most intensive short term tv promotion of photography ever staged.

One of the shows, however—the U.S. open golf championship—will feature the company's man-made fibers, Verel, Kodel and Chromspun in its commercials, with picture-taking a secondary part of the promotion.

In addition to its three regular alternate-week shows—the "Ed Sullivan Show" (CBS) Sunday nights, the Tuesday broadcast of "I Love Lucy" (CBS) and "Adventures of Ozzie & Harriet" Wednesday (ABC)—Kodak will present the NBC telecast of the U.S. open on Saturday, June 13,

(Continued on Page 48)

Pennington Press Aims to Market Books Like Other 'Impulse Items'; Sets Campaign

CHICAGO, March 31—Pennington Press, new general book publisher formed here in January as the publishing division of Merrick Lithograph Co., Cleveland (AA, Jan. 19), announced today it has 12 books ready for distribution now and will publish 18 other new titles before the end of the year.

The spring list includes an adult novel, two juvenile fiction series and a juvenile non-fiction series.

A concentrated advertising and merchandising program will back introduction of the books in bookstores and other outlets such as supermarkets and grocery stores. Pennington is packing the main promotional punch for the books into outdoor advertising, bus cards, tv and radio, plus book page advertising in selected newspapers and magazines.

Heaviest concentration will be in Chicago, Cleveland, Boston, Los Angeles and San Francisco.

■ Promotion started on tv in Chicago the end of March. Ten 24-sheet posters and 40 exterior bus cards will be used in Chicago, beginning April 12 through June for the "Maggie Muggins" juvenile series. The same number of posters and bus signs are scheduled to go up the end of April in each of the other major market cities.

Book ads also are scheduled in *The Chicago Tribune Magazine of Books* and the *New York Times Book Section* April 5, 12, 26 and May 10 and May 3 and 10, respectively.

The adult novel, "Hobbledehoy's Hero," will be promoted in a one-column ad May 2 in *The New Yorker* and the May 16 *Saturday*

(Continued on Page 49)

NEW STAR—*Four-color outdoor posters like this are being used by Pennington Press to promote its "Maggie Muggins" juvenile series in Chicago, Cleveland, San Francisco, Los Angeles and Boston.*

IAA Revamp Aims to Build Non-U.S. Portion

Regional Directors, Chapter Setup to Answer Charge of U.S. Domination

NEW YORK, April 1—Major changes in the structure and operation of the International Advertising Assn. have been recommended to members of the board of directors.

These changes, in a nutshell, would mean greater representation for members outside the U. S. Of the IAA's current membership of 1,200, more than 600 are located abroad.

The proposed changes are embodied in revised by-laws, which have been submitted to members. If adopted, they will pave the way for:

- Local IAA chapters all over the world.
- Enlargement of the board of directors to reflect the growing overseas membership.
- Increased program activity at the local level.

All of these proposed changes were predicted exclusively in ADVERTISING AGE four months ago (AA, Dec. 8).

■ The revised by-laws, if adopted, will represent the second basic organizational change since the founding of the association in 1938. The first came in 1953, when the name was changed from Export Advertising Assn. to International Advertising Assn.

Under the IAA's present certificate of incorporation in New York state, the association's activities are confined "principally" to New

(Continued on Page 56)

WWJ-TV, NBC Hit 'Libel' Charges Judge Dismisses 'Digest'

DETROIT, March 31—A circuit court yesterday dismissed libel charges against *Reader's Digest* brought by a former German national on grounds the publication is not established in Michigan beyond initiating applications for subscriptions.

Two other defendants in the $250,000 suit—National Broadcasting Co. and the Evening News Assn., parent organization of WWJ-TV—are not contesting the court's jurisdiction but are challenging the basis for the libel action.

■ The plaintiff is Franz J. Weeren, manager of an iron works in West Germany until a few years ago, when he came to the U.S. to work for the Everhot division of Temptite Products Co., Birmingham, Mich.

The suit goes back to a story, first carried in the German press, about Mr. Weeren reading of an Okinawa leper colony's need for a bell. Mr. Weeren had the bell made and sent to the colony as a gift.

Reader's Digest published a version of this story in August, 1954, which Mr. Weeren claims contained "basic untruths." The *Digest* later sold the story to a California film company which made a film version that was telecast last spring on "The Reader's Digest Hour" on WWJ-TV, an NBC affiliate.

■ Mr. Weeren charges the film "characterizes me as arrogant, unfeeling and possessing a character universally associated with the Hitler-Nazi party." He also says the film identified him personally, by name and by company.

Counsel for NBC and WWJ-TV are arguing that the tv show did not constitute libel and that it was based on previously published news reports.

Counsel for the plaintiff has 30 days to decide whether to appeal the decision dismissing *Reader's Digest* or to institute action in New York state, home of the *Digest*.

Judge Thomas Murphy is hearing the case in Wayne County circuit court. #

Durstine Has S. F. Office

In the report on the Burke Dowling Adams-St. Georges & Keyes merger (AA, March 30), ADVERTISING AGE erred in stating that BDA had taken over "the West Coast office of Roy S. Durstine Inc." Roy S. Durstine points out that BDA took over the accounts in his Los Angeles office. Durstine's San Francisco office was not affected and continues to operate. The Durstine agency now has an association with Heintz & Co. for Los Angeles service.

Anti-Ad Moves on Eight Fronts Cited by MPA

Outdoor, Institutional, Patent, Contract, Postal Fields Covered in Letter

NEW YORK, March 31—Advertising is under the gun in Washington on about eight fronts. Pending legislative, administrative or legal action can affect all these cases. Here's the roundup as recounted in the April issue of "Action Report," a publication of the Magazine Publishers Assn.

This report on anti-advertising activity covers some of the most pressing instances, most of which have been reported by ADVERTISING AGE from week to week over the past couple of years. It does not include some developments of major interest to advertising men, such as threatened changes in network option rules, the Federal Trade Commission efforts to end discrimination in co-op, etc., presumably because these have less immediate interest to magazine publishers. Here are MPA's eight trouble fronts:

- **1.** The Internal Revenue Service is "moving to refuse classification on tax-deductible business expense in institutional advertising directed to controversial matters such as political issues and labor relations." Cited are the

(Continued on Page 48)

GIBSON McCABE, *who became publisher of Newsweek, New York, a year ago, has been elected to the additional post of president of Newsweek.*

Court Backs FCC's Ruling That WBBF's Discounting Is Okay

WASHINGTON, April 2—The federal court of appeals here refused to intervene today in a case where a radio station has complained that it was injured by a combination rate offered to advertisers by one of its competitors.

The allegedly injured station, WSAY, Rochester, N.Y., had objected to a license renewal for WBBF, Rochester. It told FCC WBBF lured away advertisers by offering a 25% discount to those who bought time on WBBF and its sister station, WGVA, Geneva.

■ The controversy reached the court of appeals here when FCC dismissed the complaint.

In its decision, the appeals court emphasized that advertisers were not required to use both WBBF and WGVA, which was 35 miles away, unless they wanted to. The court said it found no error in FCC's refusal to disapprove the discount for those who chose to buy both stations. #

Polaroid Buys 2 NBC Specials

Polaroid Corp., Cambridge, Mass., purchased one-half of two specials on "NBC Kaleidoscope" on NBC-TV. The first, "Blueprint for Biography . . . the story of 'Sunrise at Campobello'," was shown April 5. The second, "Roll out the Sky," will be seen May 3 and will feature the Christiani Bros. Circus at its winter gardens in Sarasota, Fla. The order was placed through Doyle Dane Bernbach Inc.

Food Selling Booklet Out

The "1959 Guide to Profitable Retail Selling" has been issued by the American Institute of Food Distribution Inc., 420 Lexington Ave., New York. Theme of this year's 48-page guide is how to attract the impulse buying that can increase profits by 10%. Individual copies are available at 60c each.

VERNON S. MULLEN, *formerly an account executive with Leo Burnett Co., Chicago, has been named advertising manager of E. & J. Gallo Winery, Modesto, Cal., effective April 15. Prior to joining Burnett, Mr. Mullen was ad manager of Miller Brewing Co.*

Highlights of This Week's Issue

J. Walter Thompson Co. inherits $6,500,000 Standard Brands' Chase & Sanborn regular and instant coffees account resigned by Compton Advertising. **Page 1**

Three Cleveland dailies touch off lively media battle, after they raise newsstand and delivery price, claiming there is more news in a newspaper than on radio or tv; broadcasters were prompt to broadcast their answers. **Page 2**

The long arm of advertising reaches even into San Quentin, where it influences the convicts' brand choice at the Inmate Canteen. **Page 2**

Some $3,000,000 in Canadian tobacco billings shifts as Rothmans of Pall Mall Canada Ltd. and its subsidiary, Rock City Tobacco Co., switch their advertising to Hayhurst, Foster and McManus agencies. **Page 2**

Dial soap launches its most extensive combined promotion-advertising campaign with a three-week premium offer of a woman's monogrammed shirt. **Page 2**

Brassiere advertising and gangster movies on tv are the cause of a great deal of juvenile delinquency, Boston juvenile court judge declares. **Page 2**

Prediction of ad results through research is a "vain, false and unnecessary" hope, Henry Schachte, Lever Bros. exec vp, tells ANA advertising research workshop. **Page 3**

Pennington Press, new general book publisher headquartered in Chicago, unveils advertising and distribution plans, including selling its hard-covered books in supermarkets. **Page 3**

Eastman Kodak Co. will sponsor television shows on the three networks for five consecutive days in mid-June in photography promotion. **Page 3**

Dodge kicks off spring campaign with $1,000,000 in newspapers and more than $300,000 in spot radio, plus magazine color pages. **Page 3**

Food Industry Alliance, food chain association, hits advertisers' practice of withdrawing cooperative ad programs once a new product gains foothold in the market. **Page 3**

Automobile dealer ethics are wilting in some areas as car market becomes depressed, the National Automobile Dealers Assn. says. **Page 6**

One Biddle Co. client moves the agency to a new building built by another Biddle Co. client. **Page 11**

John Fistere leaves Time Inc. to become a public relations and marketing consultant in the Middle East. **Page 23**

Television's ex-sponsors make up a long list of likely prospects for the network television salesman. **Page 26**

Let networks agree on reserving prime nighttime spots for quality tv shows, Eric Sevareid suggests in the current TV Guide. **Page 28**

B. Manischewitz Co., largest purveyor of kosher food products, will spend about one-third of its 1959 budget during April in its annual Passover advertising. **Page 30**

An advertising symbol is effective only to the extent that it is in context and appealing, Fairfax Cone tells New York Art Directors Club conference on communications. **Page 92**

REGULAR FEATURES

Advertising Market Place	90
Along the Media Path	42
Art Director's Viewpoint	65
Coming Conventions	44
Creative Man's Corner	66
Drawthinks	68
Editorials	14
Employe Communications	66
Getting Personal	18
Learning from Retail Ads	68
Looking at Radio and TV	66
Merchandising Ideas	76
Obituaries	50, 87
On the Merchandising Front	65
Peeled Eye Dept.	70
Photographic Review	58
Production Tips	68
Rough Proofs	14
This Week in Washington	6
Versatile Adman	80
Voice of the Advertiser	84
What They're Saying	14

Another thriller-diller from WJRT—

"All fours, Ponsonby?"
"Stop hounding me, Chief. I'm making like WJRT—the single-station way to pounce on Flint, Lansing, Saginaw and Bay City."

Time-buyers' best friend: WJRT, the easiest way known to round up Flint, Lansing, Saginaw and Bay City. And the most efficient way, for this single-station buy reaches all four mid-Michigan metropolitan areas with a grade "A" or better signal. No more hit and miss propositions! WJRT puts you on location with penetration from within. If your market includes Flint, Lansing, Saginaw and Bay City, WJRT's single-station approach is your corner. Try it on for size. See how success becomes you in mid-Michigan.

WJRT
CHANNEL 12 FLINT
ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

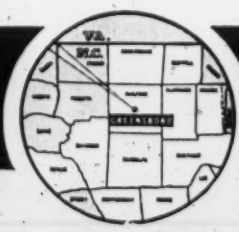
"This is the size we use in the Growing Greensboro Market!"

Take a look at the figures and you'll know that the only thing going to the dogs in the growing Greensboro market is dog food. There are more than 1,000,000 people within a 50 mile radius of Greensboro. It's one of the top distributing centers in the South, and the center of the greatest manufacturing area in the South. Greensboro Metropolitan Market is 15th in total retail sales, 20th in total income, 23rd in number of families, in the South. Sales come easier when you use the Greensboro News and Record consistently. Over 100,000 circulation daily; over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record



GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

A message to advertisers about THIS WEEK Magazine:

"THIS WEEK Magazine is one of the truly effective and productive advertising media available to producers of food products and household goods. We retailers know that we benefit from the demand created by the producers who advertise regularly in THIS WEEK."

Paul J. Cupp

Paul J. Cupp
President, American Stores Co., Philadelphia, Pa.
(828 stores. $847,918,175 annual volume)

This Week in Washington . . .

Car Sales Sag; Ad Ethics Too: NADA

By Stanley E. Cohen
Washington Editor

WASHINGTON, April 2—So far in 1959, the auto industry has been busy trying to live up to its promise to sell more cars than in 1958. Thanks in part to the new price labeling law, it has been generally free from charges of sharp trading and deceptive tactics that soiled its reputation in recent years.

Now, however, there are signs that the honeymoon is over. Inventories at the retail level have been rising, and so has the shrillness of some of the dealer advertising.

National Automobile Dealers Assn. thinks the blame rests mostly on a few "opportunists." Nevertheless the association reports a noticeable increase in deceptive advertising by dealers in at least five key metropolitan markets in the past few weeks, and it is sufficiently alarmed so that it has circulated a warning to its entire membership.

Walter P. Cooper, of Fort Collins, Colo., chairman of the association's advertising ethics committee, says the factories have made it clear to NADA and to dealers that they want the industry to be free of ads containing "exaggerated" price appeals.

■ "NADA, with the support of top factory officials in Detroit, is determined that our products and our industry will not be degraded by false, misleading and deceptive advertising," Mr. Cooper said.

Other members of NADA's advertising ethics committee explained that past experience demonstrates that it is almost impossible to stop the false advertising evil from spreading once it begins to get out of hand.

Dealers have been urged to dispatch questionable ads to headquarters. "These ads will be carefully examined," Mr. Cooper said, "and if they are found to be false, misleading, deceptive or detrimental to the industry, we shall make sure that copies of them are placed in the hands of individuals who will take steps to get them stopped."

Drug Prices Face Probe

Drug manufacturers are next on the list of industries caught in the congressional investigating spotlight. Investigators for Sen. Estes Kefauver (D., Tenn.) are putting together the background for hearings on administered prices in the drug field. When hearings get under way this fall, there will be an effort to show that drug marketers sell "miracle" drugs at big mark-ups, and at virtually identical prices.

Meanwhile, retail druggists are putting pressure on the House committee on interstate commerce to get a federal fair trade bill up for a vote without loss of time. Just before leaving for their spring vacation, committee members were reported to be divided seven for and seven against the fair trade bill, with several uncommitted. Drug lobbyists know the forthcoming Kefauver drug hearings aren't likely to make friends for their industry.

Gwynne Aims to Retire

Now it looks as if both of the government's top anti-trust experts will soon be gone. At the Justice Department, anti-trust chief Victor Hansen confirms that he is ready to leave, probably for private law practice in California. And Federal Trade Commission's chairman, John Gwynne, also says he would like to be replaced.

After a lifetime in public service, Chairman Gwynne is approaching 70. For the past five and one-half years he has been a stabilizing force at FTC—particularly during the past three and one-half years, when he has served as chairman.

Under his direction, there has been a consistent effort to move the best qualified personnel into key spots. Some of his predecessors have been more articulate, but none has been more effective in streamlining FTC's procedures, and particularly in encouraging the use of fast, effective informal settlement procedures.

P.O. Screens Magazines

The Post Office Department has advised Congress that it needs new authority to weed out magazines which no longer qualify for low second class rates.

Under existing law, newspapers and a few magazines which qualify for newspaper handling treatment must give the department reports on paid circulation at regular intervals. But other magazines only submit circulation figures when they apply for their original second class entry.

Under S.1574, introduced by Sen. Olin Johnston (D., S. C.) at the department's request, postal officials could require circulation data from all magazines, so that they could spot those with too high a percentage of free distribution.

Pay TV Test to Be Tough

Rep. Oren Harris (D., Ark.), who spearheaded the congressional effort to kill pay tv, including closed-circuit pay tv, took the House floor the other day to explain why he is willing to let FCC go ahead with a "one city to a system, one system to a city" pay tv test.

"As a matter of principle," he said, "it would be unwise to prevent the conduct of test operations of any new development as long as the test operations themselves are not contrary to the public interest." In addition, he said: (1) Test conditions are sufficiently stringent so that "they will not bring about the virtual establishment of a new subscription television service on a permanent basis without a congressional decision that such a service is in the public interest," and (2) "under the limitations, the risk is placed where it belongs, namely, on the promoters of subscription television, and these promoters are on notice that there is no assurance that at the end of three years they will be granted authority to continue."

P.O. Hits 'Toy' Radios

Postal fraud officers are picking off companies which are pushing small portable radios, supposedly ideal for civil defense alert emergencies, as well as for "hi fi" reproduction of ordinary broadcasts. Postmaster General Arthur Summerfield says the sets are old fashioned crystal sets, "rightfully classified as toys, with very limited performance capabilities."

Inspectors also put away for two years an awol Army sergeant who financed a transcontinental honeymoon trip by representing himself as an official of NBC, with a sizable bank account in New York. #

Dixie Cup Launches TV Drive

The Dixie Cup division of American Can Co., Easton, Pa., has begun a four-month tv advertising campaign in which Dave Garroway, Bill Cullen, Bert Parks and Jack Paar deliver commercials emphasizing the division's home products. In its ad drive Dixie Cup is also using *Everywoman's-Family Circle, Life, The Saturday Evening Post, Western Family* and *Woman's Day* to promote the use of cup dispensers in the kitchen and bathroom. Dixie Cup will also continue its advertising in 30 trade magazines. Hicks & Greist, New York, is the agency.

FOOD MANUFACTURER MAKES UNUSUAL DEAL TO SQUEEZE INTO GIRDLE BIZ
. . . a recent headline illustrating how
YOUR MARKETS ARE CHANGING NOW!

Thus the needs of the "inner man" and the "outer woman" are joined in one product line to swell the trend toward diversification which characterizes U.S. industry today.

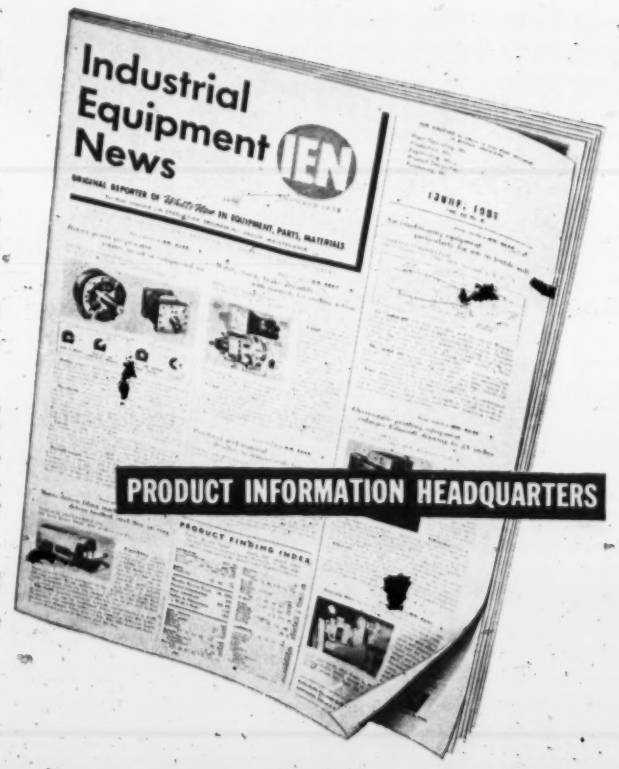
Today's markets resemble the Mexican jumping bean. You may never know when or where you will find new demand for your products . . . unless . . . you utilize Industrial Equipment News' radar-like market-finding facilities.

It's very simple: IEN reaches *all* markets—all 452 industries—and uncovers NEW markets while—at the same time—keeping present customers buying.

Since IEN is read by 72,500 product selectors in 4/5 of U.S. industry for one purpose only—PRODUCT INFORMATION—your sales timing is perfect. Your prospect is looking for you at the very moment your product story flashes before him on the pages of Industrial Equipment News.

All this at the ridiculous cost of less than $200 a month!

Details? Send for Data File and "Your Markets Are Changing Now" brochure.



Industrial Equipment News
Thomas Publishing Company
461 Eighth Avenue, New York 1, N.Y. . . . *Affiliated with Thomas Register* . . . BPA . . . NEP

on APX

Q: What the heck's APX?

A: Glad you asked, Quinby. APX is the newest thing in the advertising man's lexicon. A happy diminutive for Ad Page Exposure.

Q: Why not A.P.E.?

A: Simian connotations. Monkey business and all that.

Q: Now that I know what APX stands for, Atherton, what does it all mean? What? When? Where? Who? How?

A: Stop making sounds like owls, Indians and reporters—and I'll tell you. "Ad Page Exposure" is a new media measure—the first accurate measure of the face-to-face contact between your advertising page and the readers of a magazine.

Q: You mean like Starch? You mean like Gallup-Robinson?

A: Totally different thing. APX measures the ability of a magazine to deliver readers *to* your ad page. Think of your ad as a salesman and APX as the number of calls that salesman makes.

Q: That reminds me. Did I ever tell you about my Quinby Quota Sales System—QQSS?

A: Later, perhaps. You're here to ask questions. *I'm* "A," remember?

Q: Sorry. Are you telling me, then, that APX is like audience studies?

A: Hardly. In audience studies, a person qualifies as a "reader" if he simply glances inside the book—at a photo of Brigitte Monroe, for example. But Ad Page Exposure requires that a reader come face to face with your *advertising* page. It's *proved* contact.

Q: Has any magazine been measured by the new APX yardstick?

A: A good leading question. So far, only The Saturday Evening Post, which pioneered the Alfred Politz APX study, has been measured.

Q: Alors, how'd the Post score?

A: Smashing. Better than Oscar. Politz proved that *your* ad page in the Post—a single page in a single issue—is exposed to Post readers more than 29 million times!

Q: Just answer one more question. What's the cost per thousand?

A: Your cost per thousand exposures to a black-and-white ad page in the Post is 90¢.* That's against $1.96† per thousand exposures (viewers) for a minute commercial on the average nighttime network TV program.

Q: Then if I understand you, at a cost of only 90 cents per thousand—*29 million times each issue, someone turns to my ad page in the Post?*

A: You've got it! You've got it! By George, I think you've got it!

Q: GBS?

A: No. APX!

29 million times each issue, someone turns to your ad page in the Post.

*Based on one-time cost of a full page, black and white, and exposures to readers 15 years of age and older.

†Based on an estimate of average net cost and homes reached for all nighttime network programs of $3.54 per thousand homes and an estimate of 1.8 viewers per set 16 years of age and older.

A CURTIS MAGAZINE

American Surprises No One; Names Y&R

(Continued from Page 1)

he said this was not true. "Sure, Y&R has always set its eyes on an airline account," he added. "They made a pitch for the American account four years ago when it went to Lennen & Newell and they solicited the account 20 years ago in Chicago.

"Whenever an account is loose, there are always logical candidates. Take the Wildroot account. That's loose now. I bet if you ask 10 people, nine will say Bates [Ted Bates & Co.]. Why? Because Bates has done such a good job for Colgate."

The American spokesman said he wanted to underline one point: The airline was "tremendously impressed" with the presentations.

"We came away with a whole new respect for the agency business," he said. "Nobody we saw wasn't any good. Each had success stories to tell."

■ American made itself available to any agency that was interested in soliciting the account and invited all agencies to come back a second time "if they thought they had something more to show us." The presentations were made to two men: Charles Rheinstrom, exec vp in charge of sales, and John Brady, advertising director.

The airline did not ask for any advertising ideas. It was interested in the management of the agency, how the agency was run and how it approached a problem.

Y&R scored high, the spokesman said, because of its "great balance." It is one of the four $200,000,000 agencies, yet it is known for its creativity, he pointed out. "It has a merchandising setup, a fine media department, branch offices and breadth of experience on a varied group of accounts," he added.

Ogilvy, Benson & Mather, fresh from its recent appointments by General Foods and Standard Oil of New Jersey, was one of the strong runners-up to Y&R. However, the agency decided to withdraw from the competition because it felt it had not had time to consolidate its new business.

■ Compton Advertising, Benton & Bowles and D'Arcy Advertising were three other strong candidates. Each was seen twice. D'Arcy made a strong impression by citing its work on the Studebaker Lark.

Ted Bates & Co. withdrew after one interview.

Other shops seen twice were Campbell-Ewald; Cunningham & Walsh; Fuller & Smith & Ross; Sullivan, Stauffer, Colwell & Bayles, and Geyer, Morey, Ballard & Madden.

Among the agencies interviewed once were Dancer-Fitzgerald-Sample; William Esty Co.; MacManus, John & Adams, and Kudner Agency. James Houlahan, president of Esty, made his pitch on St. Patrick's Day and "was terrific," according to the American spokesman.

■ Y&R's winning presentations were the work of George Gribbin, president, Harry Harding, senior vp, in charge of the contact department, and Robert Mountain, vp in charge of new business. Mr. Harding has been a pilot for many years and has his own plane.

Messrs. Brady and Rheinstrom each wrote a memorandum on the agency presentations over last weekend—and each reached the same conclusion. Mr. Rheinstrom called Mr. Gribbin Monday afternoon and told him he had an airline account.

■ American still refused this week to discuss its reasons for parting with Lennen & Newell. Mr. Rheinstrom has indicated that it was for "reasons other than the quality of the advertising" (AA, March 30).

Acquisition of American was seen as a feather in the cap of George Gribbin. It is the first piece of new business Y&R has acquired since he became president five months ago; it is the agency's first major airline account, and it is a substantial advertiser.

Based on American's current expenditures, Y&R will be drawing annual commissions of about $1,000,000. #

Radio Push Offers Film as Bonus for Processing Business

NEW YORK, April 2—An unusual offer is being made for "free" photographic films on WQXR, WMCA and WINS. One-minute commercials, heard mainly on the stations' top disc jockey shows, offer free film to listeners who send in rolls of their own for development and printing. The commercial, for Free Film Co., a division of Wallet Photos, Hillside, N.J., states:

"You'll take all the pictures you want—any time you want—but you'll never have to buy another roll of film. Simply mail your exposed film—any film, any size—to the Free Film Co. and enclose only the low cost of developing and printing.

"The Free Film Co. will develop and print your film—mail you jumbo prints—and enclose as a free gift a fresh boxed roll of Kodak b&w or color film. And the offer is endless."

Listeners are asked to write to the station for further details and mailer envelopes for their films. In addition to the continuous offer of free film, the company boasts a saving of up to 40% off drug store prices for developing.

■ This approach was first tried on WINS and WOR last summer as a test, but it wasn't until last February that the film company started a full-scale radio campaign.

Ads were placed in the *New York Times* six to eight times last fall, Joan Bartels, media director at the film company's agency, Shevlo Inc., said.

"But radio advertising was found to be far more effective," Miss Bartels added, "so the schedules on WMCA and WINS are running on a 'till forbid' basis." #

FTC Blocks Evis Water Conditioner Benefit Claims

WASHINGTON, April 2—The Federal Trade Commission decided to rely on the testimony of scientists today, and issued an order which holds that Evis Mfg. Co., San Francisco, must not advertise that its "Evis water conditioner" has any beneficial effect on water.

In approving an order against Evis, the commission for the second time set aside an examiner's ruling dismissing the complaint for lack of proof. Today's decision by Commissioner Sigurd Anderson said scientific testimony was "strong, clear and persuasive," and that Hearing Examiner Abner E. Lipscomb gave too little weight to it.

The Evis case is one of two major tests in which FTC has had to choose between satisfied users and doubting scientists. In one earlier case, involving a battery additive, AD-X2, a product of Pioneers Inc., Oakland, Cal., the commission decided the testimony of users was so persuasive that it took their word over that of the scientists.

■ On April 26, 1956, Mr. Lipscomb had issued an initial decision dismissing the Evis case for lack of proof, but the commission subsequently reversed his recommendation and instructed him to reopen the record. With more than 100 witnesses to testify to their approval of the Evis product, he released another opinion on June 30, 1958, accepting the testimony of users over that of scientists, who said they found no basis for claims that the product actually operates as a water softener.

Today's FTC order scolds Mr. Lipscomb for failing to give full weight to the testimony of scientists, including Dr. James Hoffman of the National Bureau of Standards. #

You've had your last flat tire!

WE GUARANTEE: If a Goodyear tire with Captive-Air Steel-Cord Safety Shield ever goes flat—from any cause—we will:
1. Pay for your road service
2. Replace the shield at no cost
3. Give you full allowance for unused tread-wear if tire is damaged*
GOODYEAR
MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!

LAST FLAT—Goodyear has launched a campaign in the April 6 issue of Time in which it guarantees to replace any Goodyear Captive-Air tire that goes flat. Young & Rubicam is the agency.

ABC-Paramount Hits $224,821,000 High in Income in 1958

NEW YORK, April 2—Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters, has reported a record gross income of $244,821,000 for the company in 1958, compared with $215,877,000 in 1957.

Consolidated net income for 1958 climbed to $6,116,000, against $4,894,000 the preceding year. Part of the increase in 1958 came from capital gains of $772,000 from theater properties disposed of during the year.

■ Much of the income gains came from the ABC broadcasting division, whose operating income in 1958 totaled $136,967,000, against $109,393,000 in 1957. Mr. Goldenson told the stockholders that the ABC-TV network made the "most significant gains in audience and billings in the industry."

The sales curve also was up for Am-Par Records and for Disneyland Park, of which AB-PT owns 35%, he said.

The theater division's income was down slightly from $95,280,000 in 1957 to $94,280,000 last year.

K&E Shifts Executives

G. T. C. Fry, vp in charge of the Detroit office of Kenyon & Eckhardt, and Robert R. Burton, vp in charge of the Chicago office, have been promoted to senior vps (account management). Mr. Burton will move to New York next month and will be succeeded as head of the Chicago office by Robert B. Shirey, now a vp and account supervisor in New York. Mr. Fry will remain in Detroit. C. Stuart Siebert, a vp in the Chicago office, has been named assistant manager there. He also will have responsibility for new business development.

Roche, Rickerd to Acquire Proebsting Agency in Merger

CHICAGO, April 2—Proebsting, August & Harpham—founded 10 years ago as Proebsting, Taylor Inc.—will be consolidated May 1 with Roche, Rickerd & Cleary.

James L. Proebsting will become chairman of the executive committee and K.C. August will be vp of Roche, Rickerd & Cleary, of which John P. Roche will continue as

C. E. Rickerd

James Proebsting

chairman, C.E. (Tex) Rickerd as president and James M. Cleary as 1st vp.

A total of 18 Proebsting, August accounts, on which billings last year were $1,400,000, are involved in the consolidation. The bulk of these accounts are industrial. The enlarged Roche, Rickerd agency will bill approximately $7,400,000.

■ Six Proebsting, August accounts will not go with the consolidation. They are Brach-Allen Studio, Insured Credit Services, Middle West Service Co., Old Republic Life Insurance Co., Old Republic Insurance Co. and Williams-Gray Co.

Asked about the disposition of these six accounts, Mr. Proebsting told AA that "they left the agency with Mr. Deuser."

Another account, Zurich-American Insurance Co., moved last week to Wade Advertising along with Carl J. Dueser, a Proebsting account executive (AA, March 30).

Roche, Rickerd will continue to be quartered at 135 S. LaSalle St.

The consolidation was the second for Roche, Rickerd in the past 16 months. On Jan. 1, 1958, Roche, Williams & Cleary was combined with U.S. Advertising Corp. to form Roche, Rickerd & Cleary (AA, Dec. 23, '57). #

CFAC Sees 1,000-Member Goal

Establishment of new headquarters for the Chicago Federated Advertising Club 16 months ago has contributed to a membership boom—an increase from 357 to 932 since the opening—Frank M. Baker, CFAC president and vp of Grant, Schwenck & Baker, has reported. CFAC headquarters regularly hosts dinner meetings for six of its 20 affiliated organizations and for five other related groups in the Chicago area. Mr. Baker said CFAC expects to reach its 1,000-member goal—maximum membership desired, within the next 30 days.

'Journal,' Winston Led R.O.P. Color Linage Lists in '58

NEW YORK, April 2—One newspaper—the *Milwaukee Journal*—ran more than 2,000,000 lines of color last year and two advertisers—Winston cigarets and Ford—placed more than 3,000,000 lines of color in newspapers.

These figures were part of the 1958 Hoe annual report on r.o.p. color, announced today.

The top ten newspapers in r.o.p. color linage were the *Milwaukee Journal*, 2,400,344 lines; *Los Angeles Times*, 1,882,231; *Miami Herald*, 1,679,383; *Chicago Tribune*, 1,603,815; *Salt Lake City Tribune*, 1,462,789; *Atlanta Journal & Constitution*, 1,458,846; *St. Louis Globe-Democrat*, 1,418,262; *Houston Chronicle*, 1,348,518; *Birmingham News*, 1,339,785, and the *Nashville Tennessean*, 1,295,416.

■ The ten top advertisers in the medium were Winston, with 3,257,275 lines; Ford, 3,040,180 lines; Phillips Petroleum, 1,727,542; Shell Oil, 1,527,513; Standard Oil (Indiana), 1,414,042; Gulf Oil, 1,302,113; Pepsi-Cola, 1,206,095; Maxwell House instant coffee, 986,244; Coca-Cola, 982,661, and Stripe toothpaste (Lever), 905,157.

The ten best r.o.p. linage producing classifications in 1958 were: gasolines and oils, 9,856,986; new passenger cars, 4,441,481; cigarets, 4,320,105; beers, 4,185,527; dairy products, 2,862,927; miscellaneous groceries, 2,722,079; meats, fish and poultry, 2,626,344; soft drinks, 2,476,277; baking products, 2,465,626, and liquors, 2,268,178.

■ The Hoe figures, compiled by Media Records, showed total display color advertising 6.7% ahead of 1957. B&w display linage was down 4.4% from 1957. "It was through the efforts of retail merchants that r.o.p. color was able to hit its best year in newspaper history," the report said.

"Retail color hit an alltime record of 53,551,977 lines in 1958, 29.4% higher than it was in 1957," the report noted. #

'SEP' Expects Liquor Ad Volume to Total $5,000,000 in 1959

PHILADELPHIA, April 2—*The Saturday Evening Post's* advertising revenue from alcoholic beverage ads for the final quarter of 1958 exceeded $750,000, and estimates are that ad revenue in 1959 for this category will top $5,000,000, according to Peter E. Schruth, vp and advertising director.

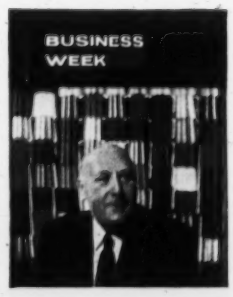
Mr. Schruth said, "We are more than encouraged by the initial reaction of the liquor industry to our acceptance of alcoholic beverage advertising in *The Saturday Evening Post*. In addition, business now on the books for 1959 exceeds our most optimistic estimates for advertising revenue in this category."

■ Among the first major beverage advertisers to use the *Post* are Anheuser Busch Inc.; Bacardi Imports Inc.; P. Ballantine & Sons; Fleischmann Distilling Corp.; Charles Jacquin et Cie; National Distillers Products Co.; Publicker Distillers Products Inc.; Renfield Importers Ltd.; Schenley Industries, Jos. Schlitz Brewing Co.; Seagram Distillers Co., and Four Roses Distillers Co.

The *Post* also announced ad revenue for its first April issue was the largest in its history—exceeding $3,000,000. #

It's not how many, but who

Three generations of perfectionists look at you from this picture . . . Founder Henry E. Steinway, Chairman William R. (singing), and Henry Z., President. Public citizens, able businessmen . . . craftsmen concerned not with "how many," but only with "how well." Product: the piano of Paderewski and Van Cliburn, "the instrument of the immortals." And yet, there is a common chord between Steinway & Sons and we who publish Business Week. Not alone that Chairman and President both are readers. Something more: our product, like theirs, never was intended for everybody. For management only. By subscription only. Like the Steinways, we believe that to serve a discriminating few, you must perform supremely well. And you are rewarded in proportion. That is why, for many years, Business Week has led all general-business and news magazines in pages of advertising. *A McGraw-Hill Magazine — Member Audit Bureau of Circulations*



YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

the **only** publication that gives you **complete coverage of the doctor** as a consumer

The A.M.A. News reaches over 238,000 doctors with the news and information they want . . . and is the best medium for selling this class market on your product.

THE **AMA NEWS**

Published by the **American Medical Association** • 535 North Dearborn Street, Chicago 10, Illinois

Luckie Promotes Forney; Names Five to Staff

Robert Luckie & Co., Birmingham, has promoted John Forney, former vp and director of radio-tv, to exec vp. The agency also added to its staff Arden Moser, media director, formerly producer-director of WLOK-TV, Lima, O.; Jim Creamer, public relations account executive, formerly promotion manager of WBRC-TV, Birmingham; Joan Hicks, copywriter, previously editor of *TRUX*, publication of the Georgia Trucking Assn.; and two art department personnel: Paul Wynett, formerly art director at Mead-Atlanta Paper Co., and Ted Morton, formerly with Jackson Brewing Co., New Orleans.

WJXT Promotes Mahaffey

Tom W. Mahaffey has been named advertising-promotion director of WJXT, Jacksonville, Fla. Mr. Mahaffey, who has been assistant director since last June, succeeds Phil McMahon.

Milton Bradley, Mattel Set Ads for Game Lines

NEW YORK, March 31—Two toy and game manufacturers have announced their 1959 Christmas promotion plans.

■ Milton Bradley Co. has scheduled a "record-breaking national advertising program" this fall for its game and teaching aids line—the biggest promotion in the company's 99-year history, according to James J. Shea, Bradley president.

Pages are scheduled for *Good Housekeeping*, *Ladies' Home Journal* and *Life*, plus television coverage in more than 15 major markets and radio coverage in more than ten additional markets. Commercials are slated to run daily during the November-December buying season. A special program is planned for major markets promoting Rack-O, a numbered-card game.

Extensive business paper advertising also is planned, the company reports. Noyes & Co., Providence, is the Milton Bradley agency.

■ Mattel Inc. has signed for a new television series, "Matty's Funday Funnies" (ABC-TV), Sundays at 5-5:30 p.m., beginning Oct. 11. The 52-week contract was placed through Carson/Roberts, Los Angeles.

Mattel is described as "network television's pioneer toy advertiser" and is said to be the first toy maker to advertise throughout the year, a program which it began four years ago. ≠

Plans Dream Whip Push

General Foods Corp., White Plains, N.Y., plans two springtime promotions for its Dream Whip dessert topping. The first campaign—"It's national dreams are made of Jell-O and Dream Whip week"—breaks in mid-April showing Jell-O with a variety of tie-in products. The second push, slated for the end of May, features Dream Whip topped strawberry shortcake, also with related items. Magazines, radio and Sunday supplements will be used. Young & Rubicam, New York, is the agency.

Williams & London Adds 1

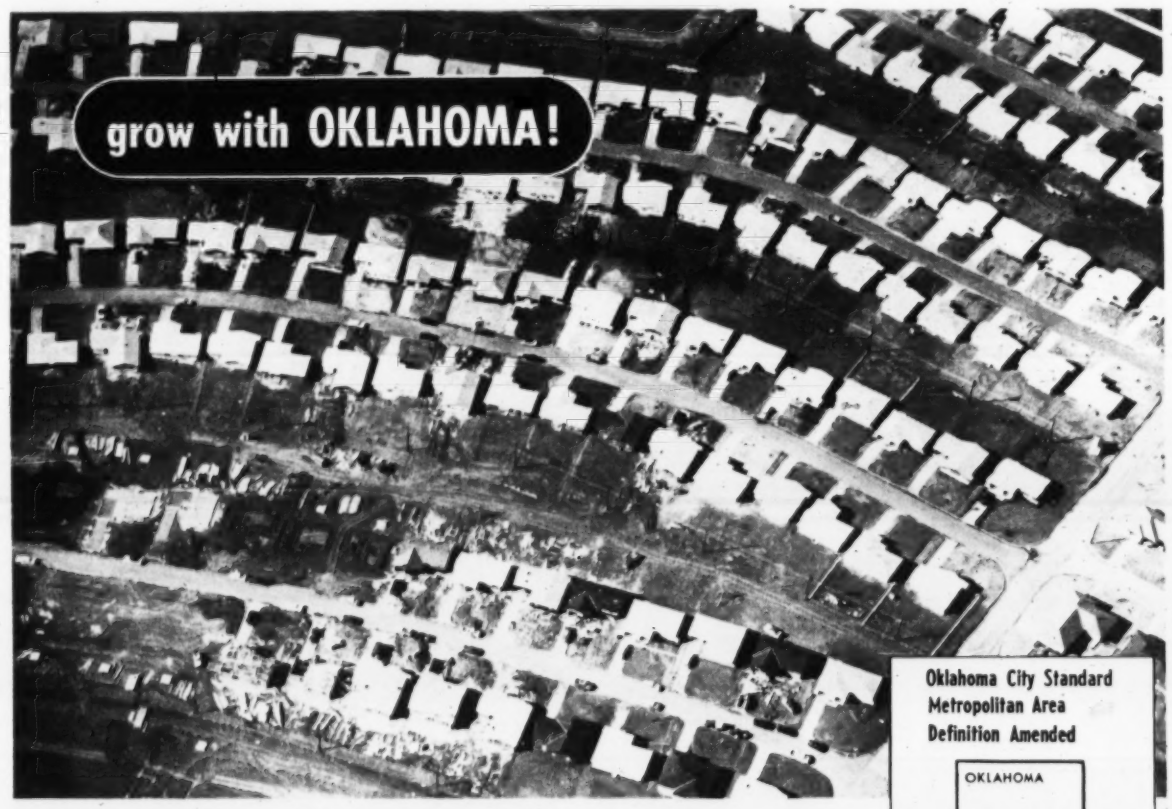
Electronic Assistance Corp., Red Bank, N.J., has appointed Williams & London Advertising, Newark, to handle advertising for its electronic beer foamer. The device is used on brewery bottling lines to cause bottled beer to foam up and expel air just prior to being capped. Trade publications and direct mail will be used in the advertising campaign.

Caldwell Adds Three

Caldwell Advertising, Chicago, has added three accounts: Hales & Hunter Co., Chicago, producer of livestock and poultry feeds; Simpson Electric Co., Chicago, manufacturer of electrical test eqiuipment, and Kewanee Safe Co., Kewanee, Ill., maker of cash deposit safes.

Tobacco Quarterly Bows

"Tobacco News," a four-page quarterly, has just made its initial appearance as official publication of the Tobacco Institute, Washington, D. C. The institute was formed a little over a year ago by major cigaret companies, and its president and executive director is James P. Richards, an attorney and former congressman from South Carolina. (AA, Feb. 10, '58).



Homebuilding reaches new peak in growing Oklahoma City!

More than 4,000 new homes were started in Metropolitan Oklahoma City in 1958, an increase of 85% over the record for 1957.

The boom in residential construction is a continuation of a growing trend that has added 37,809 new homes since 1950, helping earn Oklahoma City the reputation for being one of the fastest growing cities in the nation.

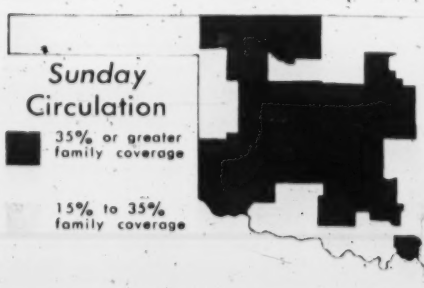
This amazing record of new home construction was made while official records reported more than 80% of the City's occupied homes now are owned by their occupants.

New homes mean growing populations, growing sales opportunities. Plan for your own sales growth with a strong advertising schedule in the newspapers with the greatest coverage of this growing market, The Daily Oklahoman and Oklahoma City Times.

Oklahoma City Standard Metropolitan Area Definition Amended

Population growth in Central Oklahoma caused addition of Cleveland County to Oklahoma City Metropolitan Area in 1958. New designation boosts Oklahoma City ranking among national markets to

32nd in Drug Sales
43rd in Retail Sales
44th in Automotive Sales
46th in Population



THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

WORLD'S LIGHTEST SCOTCH—*Quality Importers Inc. is launching a series of 800-line ads three- and five-columns wide in nine major markets for Ambassador Deluxe scotch, stressing the light scotch theme. Doner & Peck, New York, is the agency.*

Moving Tale: Client A Totes Biddle to Building Client B Sold to Agency

Booming Bloomington Agency Adds Fillip to Move; Acquires Otarion

BLOOMINGTON, ILL., March 31—The Biddle Co. this week is presenting clinching evidence that it believes in doing business with its clients.

Its planned move to larger quarters will be made with the assistance of North American Van Lines, one of its accounts. And the agency will move into a three-story Bloomington building which formerly was the home office of another Biddle client, State Farm Fire & Casualty Co.

The building purchased by Biddle, at 108 E. Market St., contains 29,000 sq. ft. of floor space, almost three times as much as its present location. The agency said it will start its move Friday, April 10, and expects to be in full operation again by Monday, April 13.

■ A new account has also been added to the Biddle roster—Otarion Listener Corp., Ossining, N.Y., maker of hearing aids and allied products. Otarion, formerly with J. M. Mathes Inc., New York, spent $278,000 on advertising last year.

The agency said it billed slightly more than $8,000,000 in 1958 and expects to increase its volume to $10,000,000 this year. Biddle employs 115 people, in offices in Bloomington, Chicago, Kansas City and Des Moines. ≠

Nides Cini Moves, Adds 1

Nides Cini Advertising has moved to larger quarters at 1022 S. La Cienega Blvd., Los Angeles. The agency has also been named to handle advertising for Beverly Hills Contemporary Rattan, maker of rattan furniture. Twelve b&w half pages are scheduled for *Interior Design* in the company's campaign, with catalogs, dealer aids, point of purchase material and direct mail.

Sanitary Paper to Graham

Sanitary Paper Mills, East Hartford, Conn., maker of Dovalettes cleansing tissues and allied products, has named Hugh H. Graham & Associates, New Britain, to handle its advertising.

Black, Little Adds Two

Doxa Watch Co., New York, has appointed Black, Little & Co., Newark, to handle advertising, promotion and publicity for its Swiss watches. Ben B. Bliss Co. is the previous agency. Black, Little also has been named to handle advertising for Hackensack Trust Co., Hackensack.

McGarrett Joins Agency

George McGarrett, formerly an executive producer of National Broadcasting Co., New York, has been named program supervisor of the tv department of Lennen & Newell, New York. In this new post, Mr. McGarrett will be responsible for new tv programs.

Novo Names Schneiderman

Novo Card Publishers, Chicago humorous greeting card producer, has appointed Harry Schneiderman Inc., Chicago, to handle its advertising. Reincke, Meyer & Finn, Chicago, formerly handled the account.

JUST LIKE TROY AND THE HORSE

people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

THE Nation's Schools

wanted by more sellers—because it's wanted by more BUYERS

For 16 consecutive years THE NATION'S SCHOOLS has been the leader among school administrative magazines in advertising volume. For 23 consecutive years THE NATION'S SCHOOLS has been the leader in paid subscriptions to BUYERS—public school administrators, assistant administrators and business managers.

Now, in the *first three months* of 1959, THE NATION'S SCHOOLS again leads in wantedness by sellers—because it leads in wantedness by BUYERS. Here is the record (circulation figures show how these magazines compared at the beginning of 1959, based on figures for the month of November 1957 and 1958):

more sellers

	NO. OF ADVERTISERS 1st 3 Months		ADVERTISING PAGES 1st 3 Months		THE NATION'S SCHOOLS Lead, 3 Months
	1958	1959	1958	1959	1959
THE NATION'S SCHOOLS	247	289	336.7	382.8	—
The School Executive	257	232	317.7	256.2	126.6
School Management	54	108	86.4	158.4	224.4
American School Board Journal	78	71	120.2	107.9	274.9

more buyers

	PAID CIRCULATION TO BUYERS (Administrators, Assistants, Business Managers)			
	1957	1958	Gain or Loss	THE NATION'S SCHOOLS Lead in 1958
THE NATION'S SCHOOLS	10,170	10,301	Gain 131	—
The School Executive	7,455	7,231	Loss 224	3,070
American School Board Journal	8,554	8,595	Gain 41	1,706
School Management	(No paid subscriptions in this classification)			

THE NATION'S SCHOOLS is wanted by more *buyers* because it has, for all its 31 years of publishing, provided the only exclusive journalistic service for professional school administrators and their administrative staffs. There are nearly two million people engaged in public education, including administrators, principals, supervisors, teachers and the good citizens who serve on school boards without pay. Of these, only the chief administrative officers of school districts are empowered to *buy*—to spend public funds provided for school operation. The interests of these *buyers*, because of their professional involvement in active management of education and school business, are identifiably different from those of any other group.

college AND UNIVERSITY business

to reach BUYERS in colleges—

THE MULTI-BILLION DOLLAR BUSINESS of higher education is a distinct and separate part of the educational field, in most major problems very unlike the field of public education at the elementary and secondary school level. Only COLLEGE AND UNIVERSITY BUSINESS serves the *buyers* in this vast and expanding market—the non-academic administrators including business officers, purchasing agents, superintendents of buildings and grounds, directors of housing, food service and student centers. This highly selective distribution offers highly effective coverage, penetration and readership among those who make buying decisions. Be sure your promotional plans include this special coverage of the college market through COLLEGE AND UNIVERSITY BUSINESS.

BE SURE TO ASK FOR
The Public School Market
The College Market
College Feeding

publications of F. W. DODGE CORPORATION

The Nation's Schools and College and University Business are published by The Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Ill.

UP

CBS Radio Network audiences up 29% since PCP.* Share of audience up 26%. Just as predicted: good programs plus strong sequencing plus high station clearance (already averaging 97%) get results. And demonstrate the leadership you will continue to profit by— with the Program Consolidation Plan on the CBS RADIO NETWORK.

SINCE PCP!

*This is what happens when full network programs on CBS Radio under PCP (January 11-February 7, 1959) are compared with the same programs pre-PCP (September 21-December 20, 1958) in NRI reports. All averages weighted by full program duration and frequency.	Average Audience
Personalities (Mon.-Fri.)	**UP 26%**
Daytime Serials (Mon.-Fri.)	**UP 36%**
Nighttime (Mon.-Fri.)	**UP 25%**
Sunday	**UP 8%**

The Editorial Viewpoint . . .

A Basic Question: Should Media 'Protect' Advertisers?

The most interesting item in last week's ADVERTISING AGE was not a news story, but a full-page advertisement signed and paid for by H. W. Kastor & Sons Advertising Co.

The advertisement was "An Open Letter to Some Tobacco Companies and Their Advertising Agencies." It said, in effect, that Kastor is the advertising agency for Bantron, a product of the Campana Co., which is supposed to help smokers stop or cut down smoking; and that Bantron is having trouble placing advertising because tobacco companies and their advertising agencies are pressuring media not to accept it.

"In this country," said the ad, "some cigaret companies and their agencies have been making insistent efforts to get publications to refuse to carry this advertising." And again: "Leading publications which have carried Bantron advertising have come to us and told us that because of the pressure from cigaret advertisers they had to stop publishing the advertising. Some of them, we are glad to say, have refused to be intimidated. However, practically no publication of any importance carrying Bantron advertising is without this pressure."

The advertisement goes on to point out that Bantron is a legitimate product, that some people definitely should not smoke, and that Bantron advertising is extremely unlikely to seriously affect the sales or profits of cigaret companies. And it concludes:

"We would like to suggest that any tobacco company or any advertising agency who does not wish to be associated with the tactics which we have outlined should make it clear to publications that carrying or not carrying Bantron advertising will in no way influence the amount of cigaret advertising placed with them."

It would be nice, of course, if every cigaret company and every advertising agency handling a cigaret account were to take such a noble stand and abide by it. But unless and until they do, it becomes the unpleasant but important duty of media carrying their advertising to resist their threats and their blandishments alike, with fierce determination.

The issue—millions of advertising dollars against hundreds or thousands—is neither easy nor pleasant to face. But it simply cannot be evaded, because no advertising medium, and no advertising system, can long endure if one advertiser or one group of advertisers is permitted to censor or eliminate the advertising of others.

The acceptance or non-acceptance of advertising is, and must always remain, a *media* function. It cannot be abrogated; it cannot be delegated to others—and in particular, it cannot be delegated to other advertisers.

That way lies chaos. If one advertiser or one class of advertiser is permitted to be the judge of what may be said by other advertisers, or which other advertisers are to be permitted to cry their wares, then all progress and all competition must stop.

The simple fact is that advertising media must never let themselves embrace the fallacious notion that they have any duty to "protect" their advertisers against competitive products or competitive ideas. The advertising medium provides a market and a means of access to a market; it does not and should not provide a "protected" market, and it cannot do so if the free enterprise system is to be maintained and if the wheels of progress and improvement are to be allowed to turn.

The advertising medium must be the sole judge of the contents of its advertising columns, as it must be the sole judge of the contents of its editorial columns. And it must be strong enough to resist pressure from its advertisers as it resists pressure from other sources, if there is to be any such thing as a "free press" and a free enterprise system.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnsen, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, Alfred S. Reed, Alfred Malecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Roy Margrave.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Harlenfeld**, circulation director.

Gladys the beautiful receptionist

—John F. Heinz, Bethlehem Steel Co., Allentown, Pa.

"He's one of those Detroit copywriters who can do what they look like they can do."

Could Be Too Much Talking

John Orr Young seems to be the latest worrier about the profile advertising presents to the public. In a long and somewhat frustrated-sounding piece in the current issue of his "Better Advertising" bulletin, Mr. Young wishes out loud that someone would come up with some good, clear, simple plan for making advertising look better to the general public.

Every once in a while we find ourselves thinking that maybe what advertising needs is not more people to "explain" it to the public and to legislators and educators and their ilk, but more people who know how to keep charmingly quiet. The more "explaining" that goes on, and the more efforts to make advertising better understood, the more trouble we stir up, it seems.

Maybe it would be a good idea to just keep modestly quiet for a while, and "explain" about advertising only when some "outsider" specifically asks us to do so.

# # #

What They're Saying . . .

No Sweeping Claims, Please

For the benefit of all of us who have anything to do with copy, it seems worth while to review some matters of Eastman policy which affect the approval on advertisements and publicity releases . . .

Eastman sales policy necessarily governs the approach taken in the company's advertising and other promotional efforts. Since an advertisement, in particular, is basically a substitute for a salesman's call, it must be guided by the same principles as those under which the salesman operates.

While certainly expected to be as persuasive and informative and helpful as he possibly can, the Eastman plastics salesman may not resort to exaggerations, overstatement, or wide, sweeping claims unsupported by actual fact.

Management applies this same limitation to advertising, publicity and promotional literature.

Even though we must work within the framework of company policy, there is certainly no intention of stifling the ideas, initiative, or ingenuity of the copywriter. Nor do we feel that the relatively soft approach sometimes dictated by policy necessarily means weakness in copy. The burden is on the copywriter to find strong phraseology, yet not indulge in the careless use of words such as *cannot, will not, permanent*, and all other words and phrases that connote finality denying the existence of any other possibility . . .

For example, we are not permitted to make an absolute statement such as: "When Tenite Polyethylene Color Concentrates are used, there is no color uncertainty." But we may say: "Use of Tenite Polyethylene Color Concentrates makes possible excellent, uniform color dispersion throughout your molded product."

We submit that, at least in the plastics business, the latter statement would carry more weight . . .

—Memo to Fred Wittner Advertising from Dennis C. Guthrie, ad dept. head, Eastman Chemical Products' plastics division.

Rough Proofs

Radio and television announcers have been very much embarrassed to find that the more erudite among them are now pronouncing Nikita's name "Krushchoff" instead of "Krushcheff."

•

Station WJR, noting that broadcast advertisers are unhappy over triple spotting on tv, has announced that it will not even cause them to see double spots before their eyes on its radio programs.

•

"Writers," Somerset Maugham tells readers of the *Post*, "quite naturally find themselves impelled to write the sort of things for which there is a demand."

That's why there are more authors of westerns now than in Buffalo Bill's day.

•

It's hard enough to unscramble an egg, and perhaps the FTC is being unreasonable in expecting Pillsbury to unmix Duff's and Ballard's cake and biscuit flours from its products.

•

"Avis invites you to charge Avis Rent-a-Car services with your Avis, American Express or Diner's Club cards. Sheraton Hotel, air, rail and other accredited charge cards are also honored."

Or perhaps you can offer a convenient cuff.

•

Then there was the luncheon orator who stood before his audience with manuscript in hand and said, "Before I start my speech, I would like to say something."

•

Considering the competition of print media with television, it's surprising that the former don't discourage advertisers from using their commercials as the sole copy for their magazine ads.

•

Bristol-Myers, which also sells Ipana in tubes, is pushing the big economy size of Ipana Plus in squeeze bottles by pointing out how messy it is to wrestle with the crumby remains of a collapsible toothpaste tube.

•

While you may have thought that International Business Machines had copyrighted that noble word, "Think," Westinghouse has adopted it as the best way to indicate the action of its 1,000 Twins washer and dryer combination.

•

Husbands, remarks Hanes Knitting, "come in all shapes and sizes."

And like wives, they are unfortunately likely to change their shapes and sizes with very little advance warning.

•

Don Larsen, the only man who ever pitched a perfect game in a World Series, didn't get quite as much front-page publicity with his sore arm as the Berlin crisis rated, but he looked pretty good in the comparison, just the same.

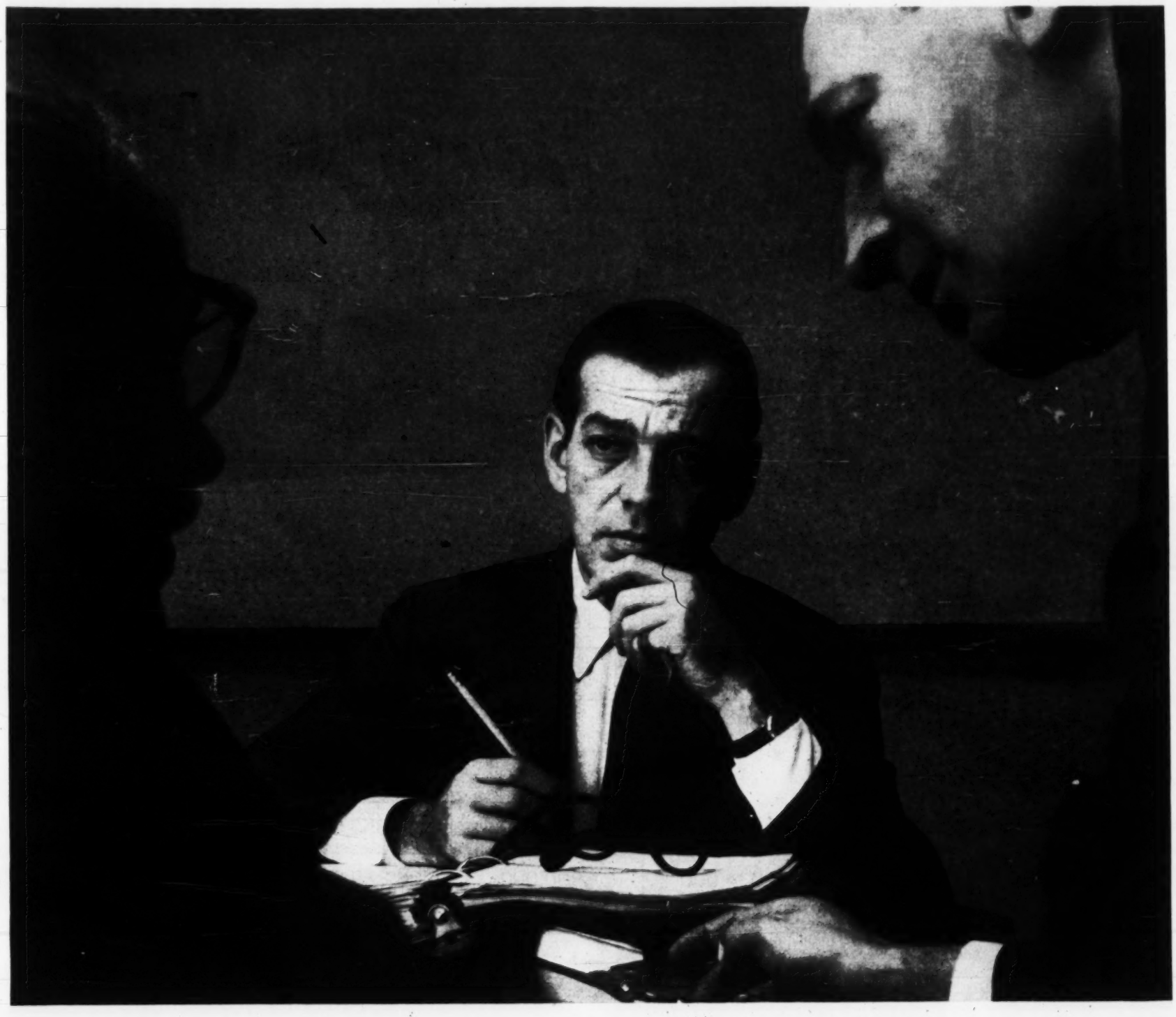
•

The wonderful world of outdoor sport is just around the corner, and so advertisers are getting things ready with promises of noiseless outboard motors and specifics against poison ivy.

COPY CUB.

Mr. Ad Manager: Picture yourself before the Board. Someone asks:

"What national advertising medium would give us the best local coverage in our key sales regions?"



What would you say?

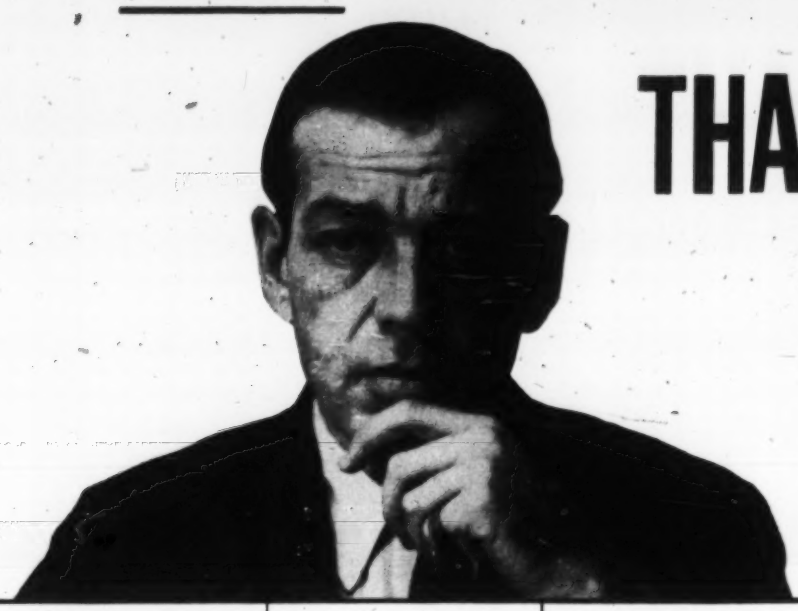
☐ *1. "Major national magazine give us the best local coverage."*

☐ *2. "Sunday newspaper supplements give us the best local coverage."*

☐ *3. "One of the top 20 TV shows give us the best local coverage."*

For the complete, region-by-region answer turn this page ▶

LOOK REACHES MORE OF YOUR THAN THE BIGGEST THAN THE AVERAGE



MEDIA BY MAJOR SALES REGIONS

REGIONS	FOOD SALES	LOOK AUDIENCE	THIS WEEK AUDIENCE	TV AUDIENCE
New England	$ 3,264,000	1,785,000	1,354,000	1,583,000
Middle Atlantic	10,525,000	5,561,000	4,624,000	5,336,000
East North Central	10,186,000	6,930,000	6,091,000	5,771,000
West North Central	3,650,000	2,997,000	3,080,000	2,196,000
South Atlantic	6,073,000	3,242,000	2,889,000	3,064,000
East South Central	2,341,000	1,336,000	1,030,000	1,404,000
West South Central	3,953,000	2,132,000	1,576,000	2,119,000
Mountain	1,714,000	943,000	1,393,000	919,000
Pacific	6,268,000	2,974,000	2,852,000	3,141,000
Total	$47,974,000	27,900,000	24,889,000	25,533,000

NEW ENGLAND: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut. MIDDLE ATLANTIC: New York, New Jersey, Pennsylvania. EAST NORTH CENTRAL: Ohio, Indiana, Illinois, Michigan, Wisconsin. WEST NORTH CENTRAL: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas. SOUTH ATLANTIC: Delaware, Maryland, Washington, D. C., Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida. EAST SOUTH CENTRAL: Kentucky, Tennessee, Alabama, Mississippi. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada. PACIFIC: Washington, Oregon, California.

SOURCES: Food Sales from Sales Management, May, 1958; LOOK Audience from "The Audiences of Nine Magazines," Look-Politz, 1958; THIS WEEK Audience estimated by multiplying latest available county circulation data by regional readers per copy figures as determined by the "Study of Seven Publications," R.D.-Politz, 1956; Audiences of Top 20 Regular TV Programs from regular industry sources.

Look reaches more customers than This Week in 7 out of 9 sales regions (those 7 that account for 89% of total food sales).

Look reaches more customers than the average of the top 20 regular TV shows in 7 out of 9 sales regions (where 82% of total food sales are made).

CUSTOMERS IN MAJOR FOOD REGIONS NEWSPAPER SUPPLEMENT...OR AUDIENCE OF TELEVISION'S TOP 20!*

**Top 20 of the 151 regularly scheduled Evening Shows*

You get the extra reach in Look... In New England, for example, for every 1,000 people you reach in LOOK, you reach only 759 in THIS WEEK, only 887 viewers with the average of the top 20 TV shows. Costs you less too... a full page, four-color ad in LOOK costs only $34,540, as compared to $49,230 for a four-color page in THIS WEEK, or $105,600 for the average top TV show.

You get the "family-size" buyers in Look... extra coverage of your best customers–families with children. For it is these families who account for two out of every three dollars spent on food in the U.S.... the people who must be sold if you're going to sell in volume. *And these are the people who read* LOOK. For LOOK concentrates more of its readers among families with children than any other major magazine, reaches them most efficiently!

You get the background that sells in Look... the dramatic color, the fidelity of reproduction and the unique feeling of confidence that readers bring to LOOK–both editorial and advertising. So if your media requirement is for penetrating local coverage, as well as national impact, remember that magazines, particularly LOOK, offer food advertisers the vital extra reach.

HERE ARE THE FOOD ADVERTISERS WHO MAKE USE OF LOOK'S EXTRA REACH... LOOK'S EXTRA COVERAGE OF THE FAMILY MARKET

Grocery Product Advertisers now on Order for 1959

American Dairy Association
Ice Cream

Borden Co.
Ice Cream
Skim Milk

California Packing Corp.
Del Monte Tomato Catsup

Campbell Soup Co.
Soups
Frozen Soups
Pork & Beans
Tomato Juice
V-8
Franco-American Spaghetti
Swanson Frozen Foods

Coca-Cola Co.

Colgate-Palmolive Co.
Palmolive Soap
Colgate Dental Cream

Corn Products Sales Co.
Karo

Diamond Walnut Growers, Inc.
Diamond Walnuts

Florida Citrus Commission
Citrus Juices

Food Specialties, Inc.
Appian Way Pizza Pies

Foremost Dairies, Inc.
Cottage Cheese

General Foods
Jell-O
Log Cabin Syrup
Tang

General Mills, Inc.
Cheerios
Gold Medal Kitchen Tested Flour
Pudding Cake
Wheaties
Cake Mix
Cereal Line

H. J. Heinz Co.
Tomato Ketchup
Soups

George A. Hormel & Co.
Chili

Interstate Bakeries
Dolly Madison Cakes

Kellogg Co.
New Variety
Special K

Kraft Foods Company
Spaghetti Dinner
Cracker Barrel Cheese
French Dressing

Lever Brothers Co.
Lux Toilet Soap

Libby, McNeill & Libby
Sauer Kraut

Mars, Inc.
Marsettes

H. C. Moores Co.
Pream

Nehi Corp.
Royal Crown Cola

Planters Nuts & Chocolate Co.
Cocktail Peanuts

Quaker Oats Co.
Mother's Oats

River Brand Rice Mills, Inc.
River Brand Rice
Carolina Brand Rice

Seven-Up Co.

Star-Kist Foods, Inc.
Star-Kist Tuna

Sunkist Growers
Citrus Fruits

Sunshine Biscuits, Inc.
Hydrox

Visking Corporation

Yours For The Asking – A major new LOOK study reports media coverage by every metropolitan market, non-metro area, state and region in the U. S. for LOOK, Life, Post and the major newspaper supplements. Enables you to pin-point drug store sales, population, buying income, coverage by single publications or combinations. Write to Larry Hanson, Sales Manager, LOOK, 488 Madison Ave., New York 22, N. Y.

HOW TO KEEP PACE WITH PROGRESS

The May **PROCEEDINGS OF THE IRE** is a giant Special Issue on **Government Research.** In it is a thorough report on the projects that are largely responsible for the astounding technological progress being made by the government—the No. 1 customer of the radio-electronics industry.

In 1959, the government will spend $5.3 billion on electronics products, which amounts to over 50% of **all** electronics business. If you want to enter your firm in this progressive and profitable market, and make your products known to both government and industry, put them on display in the big May issue of **PROCEEDINGS OF THE IRE.**

Like all other monthly issues, this Special is so filled with informative articles and factual data that it will be in constant use by 67,369 (ABC) of the most influential members of this dynamic industry. There can be no better, more lastingly effective medium for advertising your technical products and services than **PROCEEDINGS OF THE IRE.**

THE INSTITUTE OF RADIO ENGINEERS
Adv. Dept., 72 West 45th Street, N. Y. 36, N.Y.
MUrray Hill 2-6606
Boston • Chicago • Minneapolis
San Francisco • Los Angeles

There is nothing like a dame who watches **KOIN-TV.** And in Portland and the surrounding 32 Oregon and Washington counties, that's practically all the gals. They're different. They're different because they're so loyal and reactive. They believe in **KOIN-TV.** They're sold on it... just ask the discriminating fellows at CBS-TV Spot Sales, who will be delighted to display distinctive rating figures for you.

Getting Personal

Walter Weir, exec vp of Donahue & Coe and father of seven, now has two sons in the ad business: **Tony** is in the copy department of BBDO in New York, and **Christopher** is with Alderson & Associates, Philadelphia market research company . . . Roberta Grant, daughter of **Will C. Grant,** head of Grant Advertising, was married March 21 to Donald Crowe Flynn in Winnetka, Ill. After a honeymoon in the Bahamas, the couple will reside in Palo Alto . . . *Look* vp and general manager **Marvin Whatmore's** daughter Sue Anne will be married in August to James Maurer, fellow student at Northwestern . . . Carol Storke, daughter of **Charles Storke,** co-publisher of the *News-Press,* Santa Barbara, Cal., and Sidney Smith Whalen Jr., a student at the Fordham Law School, are planning a summer wedding . . .

George Mendoza, on the pr staff of Mogul Lewin Williams & Saylor, is the author of "And Amadeo Asked, How Does One Become a Man?" scheduled for fall publication by George Braziller Inc. The book, a first for Mr. Mendoza, is said to be of the same genre as E. B. White's "Charlotte's Web" and Exupery's "The Little Prince" . . . **Croswell Bowen,** newly appointed exec editor of *Madison Avenue,* will have his fourth book published in May by McGraw-Hill. It's a biography of playwright Eugene O'Neill and family, titled "Curse of the Misbegotten." *Look* is publishing a condensation of it . . .

TESTING THE PRODUCT—*Scott Healy (left), ad manager of the Winchester-Western division, Olin Mathieson Chemical Corp., is pictured with a jaguar he shot in Peru—using a Winchester Model 88 in .308 caliber. With him is Pete Brown, gun editor of Sports Afield. The two spent several weeks in the Peruvian jungles filming a Bill Stern sports short for the government of Peru, Columbia Pictures and Pan American Grace Airways. It will be released nationally late this spring.*

Tony Walton, account exec of Robinson, Adelman & Montgomery, Philadelphia, is a third-time father—all boys . . . **Bob Biernacki,** account exec with Radio-TV Representatives, New York, is a first-time father—a girl . . .

Fund-raisers and more fund-raisers: **Robert E. Lusk,** president of Benton & Bowles, heads the New York ad and pr committee in the commerce and industry division of the Salvation Army. He's also a member of the Salvation Army's advisory board . . . **Robert L. Lawrence,** head of Robert Lawrence Productions, is chairman of the tv film producers division of the 1959 Red Cross campaign. **Sam O. Shapiro,** vp and circulation director of *Look,* heads the Red Cross publishing group and magazines division . . . **William W. Mulvey,** exec vp of Cunningham & Walsh, is chairman of the ad agencies committee for the Greater New York Councils of the Boy Scouts . . .

Perry L. Brand, a vp of Clinton E. Frank Inc., Chicago, has been reelected co-chairman of the junior board of directors of the National Conference of Christians & Jews . . . **C. Richard Ficks,** on the ad and pr staff of Hartford Fire Insurance Companies Group, Hartford, is vice-chairman of the newly organized Republican Workshops of Connecticut . . .

Homer J. Buckley, who in 1905 founded the first exclusive direct mail agency, has celebrated his 80th birthday. Still very active in the ad business, he's now chairman of Robertson, Buckley & Gotsch, Chicago—and is in every day at his desk with as much punctuality as he's always been noted for . . .

After more than 50 years in the ad business, **H. B. (Buzz) Le Quatte,** vp of Grant Advertising, New York, retired April 1. He'll continue as a Grant consultant . . . **Howard W. Mateer,** publisher of *Electronics* and *Nucleonics,* retired March 31 after 41 years with McGraw-Hill, "to play a little golf, do a little traveling and a lot of meditating." . . .

A daughter, Penny, was born March 24 to Connie and **Perry Brand** while Perry (vp of Clinton E. Frank Inc., Chicago) was recuperating from surgery in the same hospital. All three are doing nicely . . . **William L. Klein,** president and exec producer of United Film & Recording Studios, Chicago, had cause for a double celebration on his birthday: it turned out to be the birth date of his first daughter, too . . . A daughter, Kerry Lynn, was born March 21 to Joan and **Robert M. Stelzer,** president of the Student Marketing Institute . . .

Harry Pearson, head of the McCarty Co., Seattle, will teach an "Introduction to Advertising" course during the spring quarter at the University of Washington school of communications . . . **Lee P. Bishop,** president and manager of KORE and treasurer of KVAL-TV, Eugene, Ore., was named "education citizen of the year" at the annual convention of the Oregon Education Assn. . .

announcing

ESQUIRE'S CHRISTMAS 1959 Jubilee issue

By now Esquire's Silver Anniversary Issue has passed from conversation piece to collector's item. Probably no magazine issue of 1958 has been as widely read and widely discussed—in art, literary and publishing circles. And, yes—among advertising people.

Many of Esquire's friends in and outside of advertising circles, mindful of the celebrated names in the October issue—General De Gaulle, Theodore Dreiser, John Dos Passos, Sinclair Lewis, F. Scott Fitzgerald, Arthur Miller, Irwin Shaw and Tennessee Williams—have asked, half-seriously, half-jestingly, "What do you do for an encore?" Fair question.

Granted the October Silver Anniversary Issue is a tough act to follow. But there was never any intention, on our part, for this to be an isolated issue. Rather it was meant to serve as a symbol for a year of spectacular achievement. And, those who have been following the issues since know that Esquire has been taking curtain calls every month.

For example, in November we presented Truman Capote's new novelette, "Breakfast at Tiffany's," prior to its publication by Random House. An impressive literary feat indeed.

In December we were pleased and proud to publish "Faulkner in Japan," an outgrowth of his recent visit there as a cultural representative of the State Department. Of the forty-one writers who have won the Nobel Prize for Literature since 1910, Faulkner is the eleventh* to appear in Esquire's pages—a happenstance too frequent to be attributed to the laws of chance. Or, as Nathaniel Benchley noted in a recent review of "The Armchair Esquire" in the Herald Tribune, Esquire "has had some writers, too."

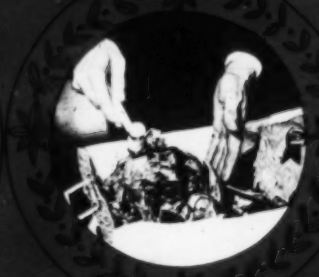
Starting the New [illegible] in an auspicious manner, we were privileged to run in our January issue, a preview of a Book-of-the-Month selection, another eagerly-awaited volume in Arthur M. Schlesinger's series on Franklin D. Roosevelt: "The Coming of the New Deal."

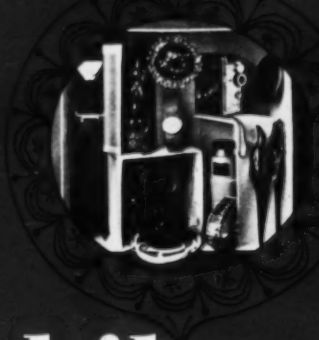
January also was distinguished by a new one-act play by William Inge, author of "Come Back, Little Sheba," "Picnic," "Bus Stop," and "The Dark at the Top of the Stairs."

So, you see, the excitement—and the quality—of the Silver Anniversary Issue continues in every issue of the year.

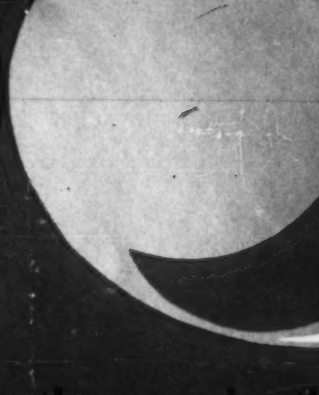
And now, as we pack away our Christmas lights and tinsel—and discard the last of the wrappings and ribbons—a special Esquire editorial team is hard at work on an exciting new project every bit as extraordinary as the recent Silver Anniversary issue...

**The others: Maurice Maeterlinck, Knut Hamsun, George Bernard Shaw, Thomas Mann, Sinclair Lewis, Ivan Bunin, Luigi Pirandello, Bertrand Russell, Ernest Hemingway and Albert Camus.*





ESQUIRE'S CHRISTMAS 1959 Jubilee issue



Working on the premise that the one thing the public can never get enough of is their money's worth, Esquire is preparing a Christmas package that will be as well received as the celebrated Silver Anniversary Issue. This package is not to be opened till Christmas, but we can tell you this:

ARTICLES

There will be articles by noted authors and personalities equal in stature to the De Gaulle memoirs on Willkie, F.D.R. and Ike; the John Dos Passos newsreel on James Dean; Arthur Miller's background notes for a juvenile delinquency film and Erskine Caldwell's "Twenty-five Years of Censorship."

LETTERS

Celebrated men of letters — past and present — will be represented in the issue in the manner of "Titans Re-visited," Esquire's portfolio of previously unpublished writings by Theodore Dreiser, F. Scott Fitzgerald, Sinclair Lewis and George Jean Nathan.

FICTION

There will be distinguished fiction of the calibre of Roger Vailland's "The Law" (Prix Goncourt Novel of 1957 and a Book-of-the-Month selection) and Irwin Shaw's "Circle of Light."

PLAY

Esquire, in a year and a half, has presented a Thomas Wolfe play ("Welcome to Our City"), a Brendan Behan play ("The Quare Fellow"), a new Tennessee Williams play, a Paddy Chayefsky screenplay ("The Goddess"), the libretto to Gian-Carlo Menotti's new opera ("Vanessa"), and a new William Inge play. In December, we hope to present another "first night" in print.

PICTORIAL

Our editors have already assigned photographers and illustrators to prepare material in the same genre as Bruce Davidson's unforgettable picture essay on the "Widow of Montmarte" and John Groth's masterful bull fight etchings.

HUMOR

Prepare yourself for more satire similar in vein to the anniversary high jinks of Robert Osborn, Jules Feiffer — and those arbiters of what's "in" and what's "out," Robert Benton and Harvey Schmidt.

FASHION

And it hardly seems necessary to point out that Esquire's Christmas Jubilee Issue will include pages on fashion — unequaled in quality and quantity anywhere.

DRINKS

Esquire's famous drink pages will take on a Yuletide note, with advice to givers of bottled gifts and hints on the fine art of holiday hosting.

TRAVEL

Esquire's globe-trotting Travel Editor, Dick Joseph, who returns to our office like a homing pigeon each month, turns up with a travel feature, a new side trip and some helpful travel notes. Over the years, his Esquire articles have seven times won him the TWA award for best travel writing.

MUSIC

The latest in the field of music by Martin Mayer, Esquire's Music Editor, who has gained national attention as author of the best-seller "Madison Avenue, U.S.A."

BOOKS

Dorothy Parker currently reviews, and remarks on, books for Esquire, in the finest tradition of Esquire's book reviewers of the past, who have been, in order of their appearance, James T. Farrell, Burton Rascoe, William Lyon Phelps, Bennett Cerf, Sinclair Lewis and A. J. Liebling.

SPORTS

An offbeat, upbeat treatment of sports (no warmed-over yesterday's news), in such Esquire articles as: "The Preserve Shoot"... listing every known hunting preserve in the U.S., "The International Tuna Tournament at Cat Cay,"... the colorful "Pakistan Horse Show," one of the world's most exciting sports events.

MOVIES

Reviews of noteworthy foreign films by Kingsley Amis, one of Britain's Angry Young Men, now Esquire's movie critic.

GOURMET FOODS

Watch for a surprise announcement on a new Esquire feature — on gourmet foods — by one of the foremost names in the culinary field.

GIFT ANNUAL

Take the Silver Anniversary Issue, with all of its memorable features, and add one more powerful extra — *Esquire's famous Gift Annual* — and you have the Christmas Jubilee Issue!

Esquire will offer the gift guide of the century, the most memorable selection of Christmas gifts to appear — past or present — in any magazine.

Gift pages galore! Photography gifts. Jewelry. Gifts of sporting goods. Apparel. Fine wines and liquors. Radio, TV and hi-fi equipment. Women's gifts. Appliances. Smoking requisites. Toiletries and cosmetics. Housewares.

The cover itself will draw attention to this exceptional issue; it will be lavishly printed in distinctive gold.

All in all, a noteworthy editorial package any time of the year . . . even more imposing at Christmas.

ESQUIRE'S CHRISTMAS JUBILEE FOR ADVERTISERS

So much for the editorial objectives. Let's look at the issue from an advertiser's point of view.

For 25 years, Esquire has published the most celebrated issue at Christmas, earning the accolade of "Gift Guide to the Nation."

Now, with the Christmas 1959 Jubilee Issue, Esquire surpasses even its own past performances. Esquire becomes *the* absolute must for advertisers for Christmas 1959—and advertisers will do well to first stake a place in Esquire's Christmas 1959 Jubilee Issue before proceeding with the rest of their schedule.

COUNT THESE PLUSSES...

+1 OVER 1,000,000 COPIES

of the Christmas Jubilee Issue will be printed—as opposed to Esquire's normal circulation of about 830,000. Bonus circulation may run as high as 200,000 copies.

+2 ISSUE PRICE $1

The issue will sell for one dollar instead of our customary 60 cents.

+3 NO INCREASE IN ADVERTISING RATES

In spite of this momentous issue, there will be no increase in advertising rates for this special issue.

+4 25% DISCOUNT FOR SPREADS

Esquire's special discount of 25% on spreads continues!

+5 GALA CHRISTMAS MERCHANDISING PROGRAM

a. Esquire's "Where-to-Buy-It" Service—which localizes national advertising and directs customers right to the local store which carries your merchandise.

b. Christmas tie-ins with key stores—The finest department and men's stores across the country tie in with Esquire at Christmas—featuring Esquire-advertised merchandise in their window and interior displays and local newspaper advertising.

c. Esquire merchandising aids—Special Christmas display material for point-of-sale promotion.

December 1959 Issue (On sal. November 17) Closing dates: 4 color September 26 • B&W October 2

John Fistere

Fistere to Open PR-Marketing Office in Middle East

NEW YORK, March 31—John Fistere, assistant to Ralph Delahaye Paine Jr., publisher of *Architectural Forum* and *Fortune*, is leaving Time Inc. in April to become a public relations and marketing consultant in the Middle East.

John Fistere & Associates will open for business in Beirut May 1. It will be affiliated with Middle East Business Research & Services Corp., a company backed by leading Arab business men.

Mr. Fistere hopes to serve as a spokesman in the area for U.S. corporations. He has already lined up half a dozen U.S. companies as clients. He will handle only American companies, and he will offer them a variety of services—publicity, market research studies, sales promotion, advertising counsel.

■ Mr. Fistere says his main goal is "to increase the reputation of American business throughout the Middle East." He is concerned about the lack of understanding of America abroad, but he emphasizes that his venture is strictly non-governmental.

"I'm not doing this for patriotism," he said the other day. "Sure, there are patriotic reasons. But I expect to make a lot of money out of this."

Mr. Fistere believes strongly that one of the most important commodities the U.S. can export is technical skill in advertising, selling and public relations. His advice to admen with wanderlust is to look abroad for the big opportunities. "There are areas such as Africa and Asia which are wide open for American know-how," he points out.

Mr. Fistere regards his venture as at least a two-way transmission belt. He hopes to be able to increase American understanding of the Middle East. He will be contributing to *Fortune*. And, if there is sufficient demand, he may start a newsletter on Middle East affairs.

■ Mr. Fistere joined Time Inc. in 1932 and has held a wide variety of positions within the corporation. He has been a staff writer for *Fortune*, co-editor of *Architectural Forum*, promotion writer for *Life* and director of promotion for *Fortune*.

He is an old hand in the Middle East, having served there during the war, with the Office of Strategic Services. He returned there in 1955, when he took an 18-month leave to serve as special assistant to Henry R. Labouisse, director of the United Nations agency in charge of the Palestine Arab refugees. #

New Identity Campaign Breaks

American Radiator & Standard Sanitary Corp., New York, will launch a new campaign in April to establish the identity of its new American-Standard industrial division in Detroit. The division is the result of the merger of American Blower Products, Ross Products and Kewanee Products. Spreads using a four-color page and a b&w page will be used in *Business Week*, *Fortune*, *Newsweek* and *U.S. News & World Report*. Brooke, Smith, French & Dorrance, Detroit, is the agency.

St. Thomas Becomes Consultant

Charles E. St. Thomas, who resigned recently as a marketing specialist at General Electric Co., New York, has organized his own management and marketing consultant service, St. Thomas Associates, 230 Park Ave., New York. Mr. St. Thomas, when he was advertising and sales promotion manager of GE's Carboloy department in Detroit, was president of the Industrial Marketers of Detroit, and is author of a book, "How to Get Industrial & Business Publicity."

Duggan Joins Wallach-Cox

William J. F. Duggan Jr., an independent management consultant for several years, has been elected a vp of Wallach-Cox Associates, New York, marketing and pr concern.

Armstrong, Fenton Adds One

Berkshire Pools Inc., San Diego, a new corporation in the swimming pool design, installation and service field, has appointed Armstrong, Fenton & Vinson, San Diego, to handle its advertising.

Smith Bros. Elects Hustis

Robert N. Hustis has been elected president of Smith Bros., Poughkeepsie, N.Y. Formerly vp and general manager, he succeeds his father, Harold N. Hustis, who is retiring.

Lewis Joins Reinhold

Robert F. Lewis, formerly with Putman Publishing Co., has joined Reinhold Publishing Corp., New York, advertising management for American Chemical Society publications, as district manager of *Industrial & Engineering Chemistry* in its New York office.

National Catholic Family Magazine

A million readers who spend a billion dollars each year.

JUNE ISSUE CLOSING APRIL 20

Orders and Sample Copy request to

ANGELA M. CRAWLEY & STAFF

National Advertising Representative

28 E. Jackson Blvd., Chicago 4

Telephone: HArrison 7-7176

St. Anthony MESSENGER

CARTE BLANCHE

The Hilton All-Purpose Credit Card—Your Finest Credit Credential

Caleb D. Hammond, president of C. S. Hammond & Company, stays in New York at the Waldorf-Astoria, which honors CARTE BLANCHE

From Hilton comes CARTE BLANCHE*—the all-purpose credit card reserved for men of responsibility. Carry CARTE BLANCHE and your established credit reputation travels with you . . . the world over.

CARTE BLANCHE is honored—and honors you—at thousands of carefully selected establishments in the United States and abroad. With it you can cash checks in hotels, charge hotel and motel accommodations, restaurant meals, purchases in retail and specialty shops, gasoline and motoring needs at service stations from coast to coast, car rentals and other services. All the fine establishments that honor CARTE BLANCHE are listed in the CARTE BLANCHE Directory, sent to every member.

There will be no charge for your card when it is used only for Hilton Hotels services. When you decide to use CARTE BLANCHE for other than Hilton Hotels services, you will be billed the annual fee of $6.

Today one million men of responsibility carry CARTE BLANCHE. You are invited to join them. *Trademark

CARTE BLANCHE
Dept. A-31
8544 Sunset Boulevard
Los Angeles 46, California

Please send me an application form for CARTE BLANCHE.

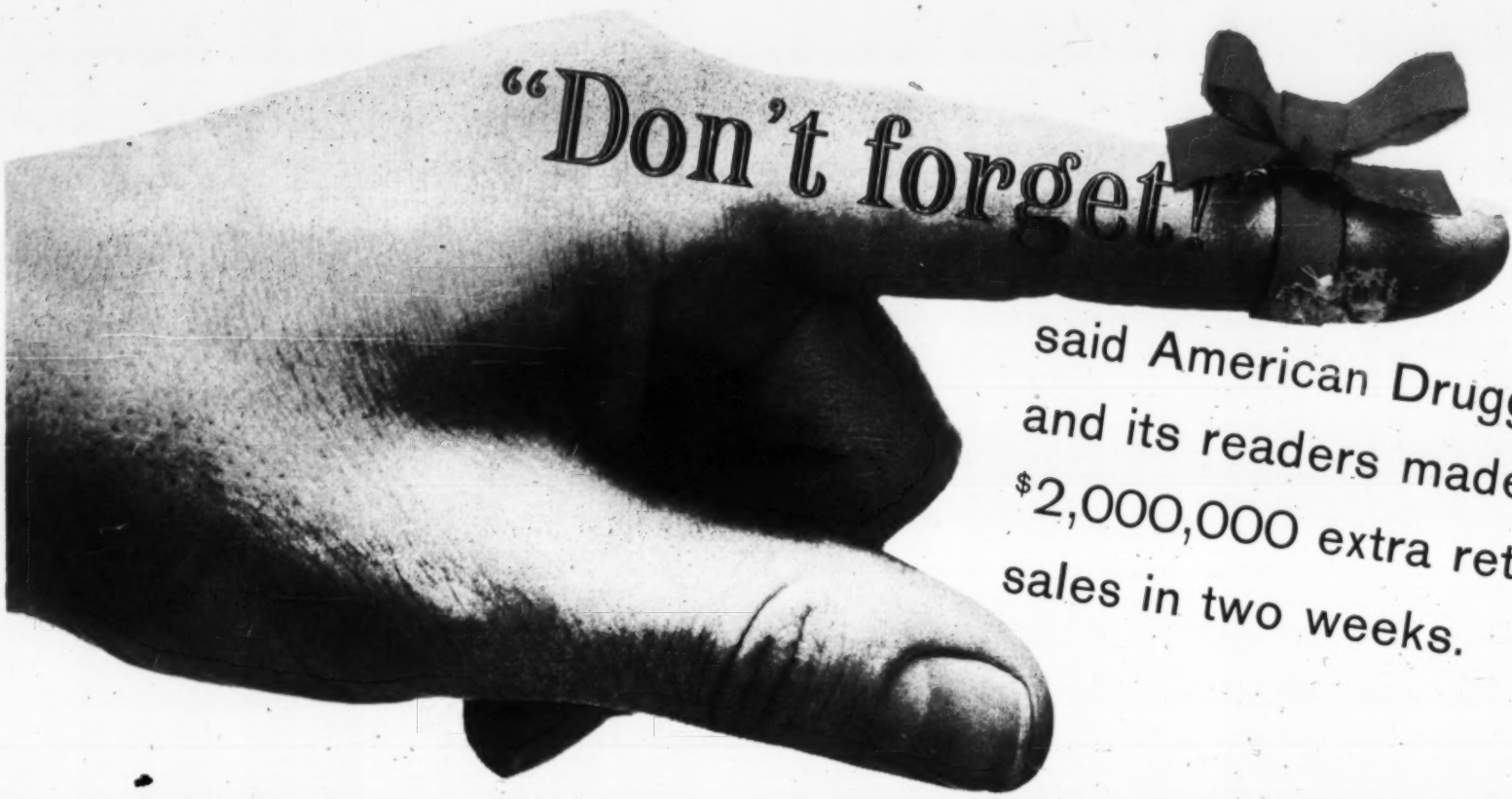
Name _____

Address _____

City _____ *Zone* _____ *State* _____

CARTE BLANCHE RESERVATION SERVICE: You can receive immediate confirmation of your Hilton Hotel reservation anywhere in the world by calling any one of the 55 offices listed in the CARTE BLANCHE Directory.

Special interest magazines



said American Druggist... and its readers made $2,000,000 extra retail sales in two weeks.

Typical of the *action* Hearst Special Interest Magazines generate at the local sales level was *American Druggist's* third annual "Fast-Seller Checkup" last Christmas.

Guided by a specially designed checklist of nationally advertised drug items, 18,506 independent druggists (all of them dependent readers) kept their shelves properly filled during December. They made $115.63 per store—or more than $2,000,000—on items which would otherwise have been out of stock.

Action for readers and advertisers both

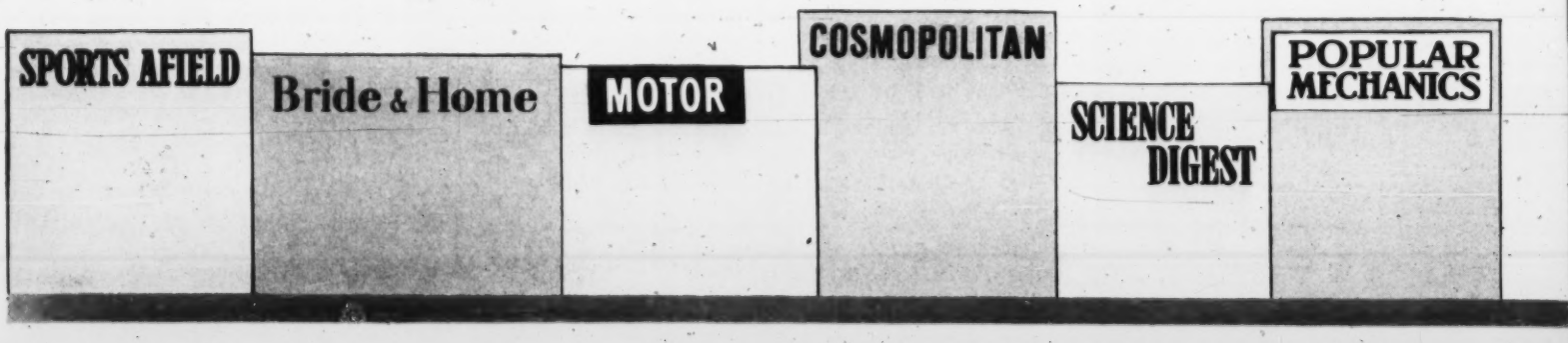
It is this combination of service to readers and to advertisers—leading to *action* on the part of both—that has characterized the role of Special Interest Magazines in today's competitive economy.

There is no waste in the circulation of a Special Interest Magazine. Each is tailored in editorial content to its market, with a special knowledge of that market's buying habits.

Reader, advertiser share a common interest

Reader and advertiser share a common interest—speak a common language. And advertising in Special Interest Magazines is surrounded with a climate of acceptability that offers a tail wind for sales of service and products *at the local level.*

So if you want *action* in terms of sales—if you want to hear that cash register sing—look to the medium that is geared for *action,* saleswise. For advertising dollars work hardest where interest is greatest... and readers of Hearst Special Interest Magazines are already sold... only need to be told!



get *ACTION!*

Six keys to profits through action

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!

American Druggist
March 23, 1959
1958 Rx PRICE: $3.08
For the first time in history, the price of the average prescription filled in U.S. pharmacies topped the $3 mark last year—reaching $3.08. Last year also saw the number of Rxs filled attain a new record of 584,091,000. Both figures testify to the major health development of this generation. Expert, costly research is producing more and more drugs so remarkably potent that physicians are prescribing them in ever-increasing numbers. AMERICAN DRUGGIST's latest annual prescription survey, just completed, presents the evidence. See page 5.

Hearst Magazines Get Action!

MOTOR BOATING · BAZAAR · TOWN & COUNTRY · House Beautiful · NEW Medical Materia · Good Housekeeping

© 1959 by The Hearst Corporation

TV's Ex-Sponsors Make Lengthy Prospect List

NEW YORK, March 31—Where does a network tv salesman go to look for prospects to fill up the sustaining gaps on the schedule?

A good beginning would be the list of the companies that have been in and out of the medium during the last ten years. He will find quite an aggregation of potential clients to choose from. There are more than 450 companies that used network tv sometime during 1949 through 1957 but did not appear on the books of ABC, CBS or NBC during 1958 according to industry sources.

Some of these already have been reconverted by the networks—and in a very impressive way. For example, Coca-Cola Co. is bouncing back with an expensive array of specials.

■ A good salesman would of course bring the list up to date before he goes soliciting. He might find the names of some companies which are no longer in business. There will be a few that he now calls on as divisions of bigger companies that have absorbed them.

There are approximately 80 companies that did not return for a second helping of the network tv diet in 1958 after a 1957 serving.

Among the veteran (three year or more) users who defected as of 1958, according to network records, are Admiral Corp.; American Motors; American Radiator & Standard Sanitary Corp.; B. T. Babbitt Inc.; Beacon Co.; Bissell Carpet Sweeper Co.; Bourjois Inc.; California Packing Corp.; Ciba Co.; Cluett, Peabody & Co.; Coca-Cola Co.; Columbia Broadcasting System; Congoleum-Nairn; Gordon Baking Co.; Grove Labs.; Gulf Oil; Andrew Jergens Co.; Johns-Manville Co.; Lanolin Plus; Maybelline; McKesson & Robbins; Minute Maid; Norwich Pharmacal; Owens-Corning Fiberglas Corp.; Pabst Brewing Co.; Sherwin-Williams Co.; Sawyer's Inc.; Simoniz Co.; Standard Oil Co. of New Jersey; Sunkist; U. S. Rubber Co.; Wesson Oil & Snowdrift Co., and Yardley of London.

■ Among those who left in 1958 after a brief fling (two years or less) are Aladdin Industries; American Cyanamid Co.; American Export Lines; Anderson-Clayton & Co.; B. C. Remedy Co.; Bon Ami Co. (because of financial woes); Breast O'Chicken tuna; Bridgeport Brass Co.; Canvas Awning Institute; Carrier Corp.; Chicago Show Printing Co.; Colonial Dames; Donahue Sales Corp.; Flav-R Straws; J. A. Folger & Co.; Miriam Gates Inc.; John Hancock Mutual Life Insurance Co.; House of Westmore; International Parts Corp.; International Swimming Pool Corp.; International Telephone & Telegraph Corp.; Lea & Perrins; Los Angeles Soap Co.; Masonite; Midas Inc.; C. H. Musselman Co.; National Homes Corp.; Paillard Products; Park & Tilford; Patterson-Sargent Co.; Pellon Corp.; Planters Nut & Chocolate Co.; Pure Oil Co.; Quality Courts United; Reddi-Wip; Roquefort Assn.; Simplicity Pattern; Slenderella International; Sonotone Corp.; Sperry & Hutchinson; J. P. Stevens & Co.; Structo Mfg. Co.; Timken Roller Bearing Co.; Union Pacific Railroad Co.; Warner Bros.; Webcor Inc., and Wood Conversion Co.

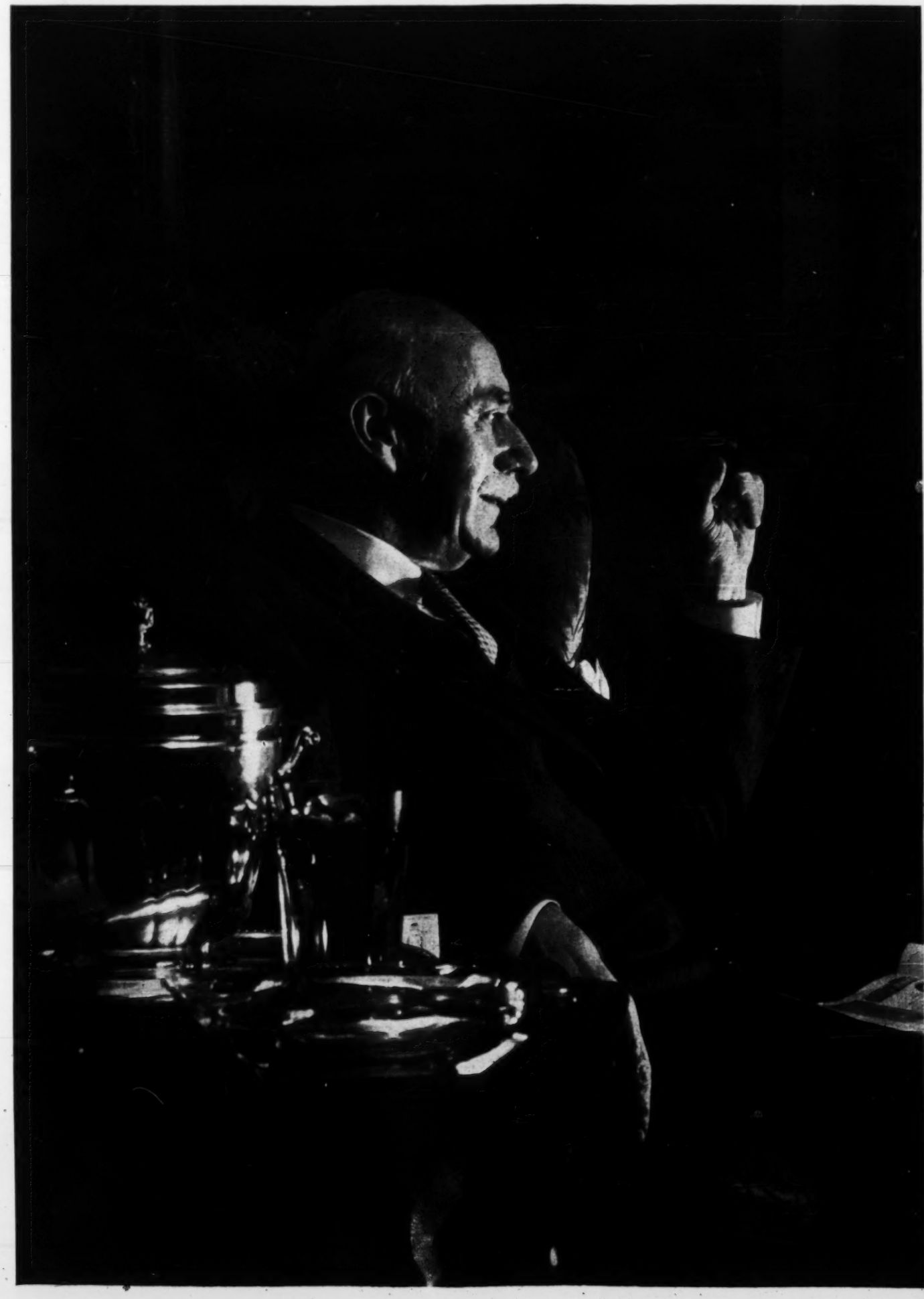
■ And now for the upbeat side of the sponsor flow story in network tv during the last ten years. The billings have gone up steadily, thanks primarily to bigger spending by the medium's best customers, with companies such as P&G and Lever loosening their purse strings.

TvB estimates that network tv gross time sales in 1958 topped the 1957 level by 9.8% for a total of $566,590,401 (AA, March 16).

Product conflicts between multi-faceted advertising giants such as the soap companies and the food companies probably have kept some smaller companies from being able to buy what they would like to have on tv. And the rising cost of talent, and to a lesser degree time, undoubtedly has made the glamor medium too expensive for some of the early users of video.

But the in-coming lanes also have been busy at the networks. There were some 34 companies who used the medium for the first time last year. There were nearly 60 names on the parent company list for '58 who weren't there in '57.

■ Reported among the first time users in '58 (on the basis of ten-year records) were Alden Rug Mills; American Optical Co.; Arkin, Andrew & Leonard; Arnold Schwinn & Co.; Burgess Vibro-



SPEED

When it's hours instead of days, or days instead of weeks, Screen Process can do it.

Put Punch in Point-of-Purchase

crafters; Channel Master Corp.; Clinton Engines Corp.; Consolidated Electronics; Cracker Jack Co.; Craftint Mfg. Co.; Fifth Ave. Color Labs; General Development Corp.; Gulf Guaranty & Title Co.; Hawaii Visitors Bureau; Hills Bros. Coffee; Jackson Brewing Co.; Keystone Camera Co.; Life Savers; Manhattan Shirt Co.; Louis Marx & Co.; National Assn. of Insurance Agents; Osrow Products Co.; Renault; Helena Rubinstein Inc.; S. A. Schonbrunn & Co.; Shakespeare Co.; Shell Oil Co.; A. O. Smith Corp.; Standard Oil of Ohio; Stark Bros. Nurseries; Stroh Brewing Co.; Van Raalte Co.; Vitamin Sales Co., and Volkswagenwerk GMBH.

■ Others appearing in '58 but not in '57 were Amana Refrigeration; American Character Doll Co.; Andover Silver Co.; Beech-Nut Life Savers; Bell & Howell; Brunswick-Balke-Collender; Canada Dry; Consolidated Cigar Co.; Consolidated Foods; Dormeyer Corp.; Eastco; A. C. Gilbert Co.; Jackson & Perkins; Jerclaydon; Murray Corp. of America; National Presto Industries; Northam Warren Corp.; Philadelphia & Reading Corp.; RealLemon-Puritan Co.; Reader's Digest Assn.; Harold F. Ritchie Inc.; Savings & Loan Foundation, and Smith Bros. #

Lever Names Three

Richard C. Butler, formerly with A. C. Nielsen Co., has joined Lever Bros., New York, as broadcast media manager. Joseph W. Daly, a Lever media buyer since 1952, has been named assistant broadcast media manager. Seymour Molbegott, formerly a Pepsodent sales plans coordinator, has been promoted to the new post of sales promotion manager of the Pepsodent division.

Miller Joins Grand Union

Charles J. Miller, formerly a department store advertising salesman with the *New York Post*, has joined the Grand-Way division of the Grand Union Co., East Paterson, N.J., as sales promotion manager.

Kay Reed Joins Parfums Ciro

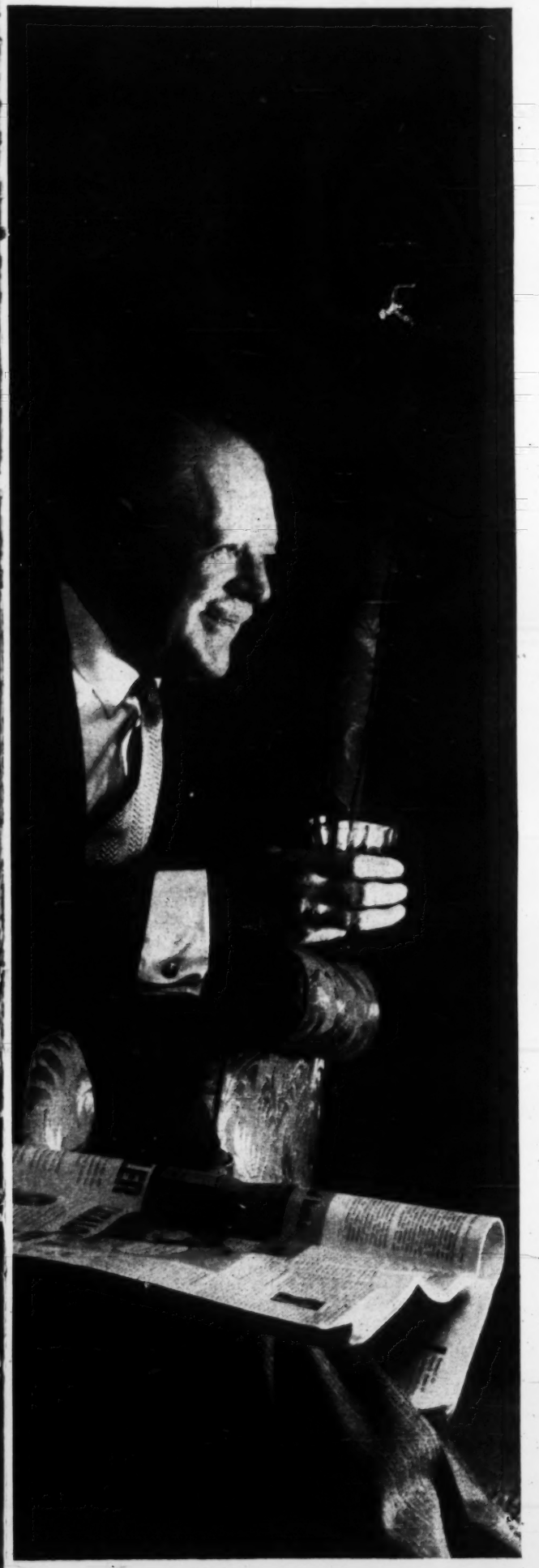
Kay Reed, formerly director of advertising and pr of the Lady Esther division of Chemway Corp., has joined Parfums Ciro, New York, as merchandise manager, supervising advertising, publicity and packaging.

Testing in Supermarkets

Two restaurant chains, Horn & Hardart Co., New York, and Frank G. Shattuck Co., are installing self-service units in supermarkets in the New York area, to test their products' pull in such outlets.

Walsh Joins Arrow Liqueurs

James F. Walsh has been named advertising and sales promotion manager of Arrow Liqueurs Corp., Detroit. He formerly was advertising manager of Ferry-Morse Seed Co.



Shades of Tom Swift

If Tom Swift had invented a money-making machine, it wouldn't get any more play than the television sets at the Men's Club. At the time the house committee approved TV, the club seemed to catch its second wind. Complaints about the dining room service are rare today, and even the oldest member can't recall better brandy and cigars.

Luther, the doorman and unofficial club historian, credits all this to WBNS-TV. "The station can predict our gentlemen's moods with uncanny accuracy," states this sagacious fellow, "and it programs to suit. Plenty of local news and sports coverage, with CBS network shows for kicks. And, the fact our members know so many WBNS-TV folks through working on charity and civic committees keeps things on a first-name basis."

Luther may exaggerate our occult powers, but he's right about our dedication to charitable community projects. Last time we checked, WBNS-TV names were on the working rosters of more than twenty service groups in Central Ohio where we were born and raised.

When these men of influence return home from the sanctuary of the club, they're again greeted by WBNS-TV. So, it's just good sense for their local advertising dollars to back this national time-buying guide: "*If you want to be seen in Central Ohio — WBNS-TV.*"

WBNS–TV

CBS Television in Columbus, Ohio

Affiliated with The Columbus Dispatch, The Ohio State Journal and WBNS Radio. Represented by Blair TV. 316 kw

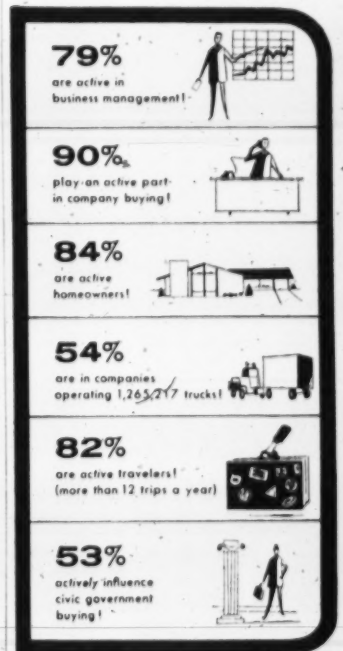
Only the

ROTARIAN

brings your sales message to this concentrated

"action audience"

Every copy reaches an active businessman who can make a decision to buy your product!



and . . . this "man-of-action" has an average income of $14,429 to make him an active customer for insurance, travel, sporting goods and clothes.

THE ROTARIAN reaches 354,620 "men-of-action" at the low, low cost of only $3.72 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

AUDITED PAID CIRCULATION ABC

The Rotarian

AN INTERNATIONAL PUBLICATION

1600 RIDGE AVE., EVANSTON, ILL.

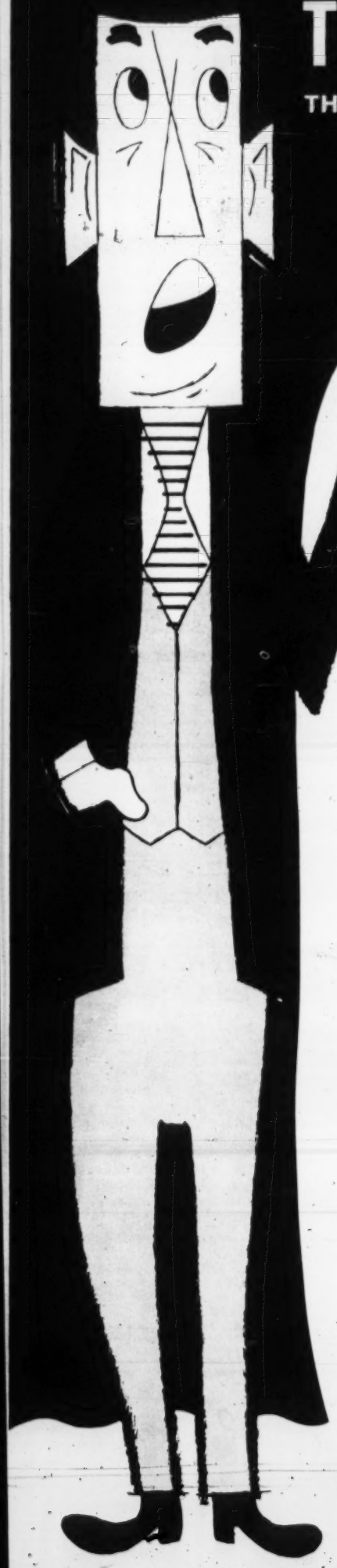
IN LATIN AMERICA . . .

Revista Rotaria is a key publication reaching 41,695 readers. Send for Market Facts, Inc., study of this important export market.

When Selecting a Houston Newspaper . . . Select the Leader

THE HOUSTON CHRONICLE

THE HOUSTON CHRONICLE LEADS IN 17 OUT OF ALL 24 RETAIL ADVERTISING CLASSIFICATIONS



HERE IS A COMPARISON OF THE RETAIL ADVERTISING LINAGE PUBLISHED BY THE THREE HOUSTON NEWSPAPERS IN 1958 . . .

CLASSIFICATION	CHRONICLE	POST	PRESS
Amusements	786,610	645,061	476,835
Book Stores	15,502	17,603	608
Building Supplies and Contractors	204,825	150,264	55,165
Clothing Stores	4,357,170	4,139,927	169,783
Department Stores	6,805,011	5,549,147	2,025,009
Drugstores	561,469	244,449	50,905
Educational	101,981	91,352	25,164
Electrical Appliances and Supplies	300,049	356,759	78,498
Furniture and Household	2,125,906	1,628,221	549,521
Grocers	2,873,569	2,585,635	1,076,549
Heating and Plumbing	416,434	594,725	60,769
Hotels and Resorts	152,537	55,912	90,109
Insurance	9,312	4,465	1,532
Jewelers	645,559	389,534	62,018
Liquor Stores	28,758	69,298	52,214
Miscellaneous	2,328,262	1,293,907	557,604
Musical Instruments	99,742	93,409	28,355
Professional	150,342	115,257	70,918
Radio	123,169	144,848	28,144
Real Estate	128,442	88,058	224,671
Shoe Stores	534,836	317,767	24,509
Sporting Goods	367,934	329,016	95,267
Stationers	49,907	44,936	11,326
Toilet Goods and Beauty Shops	137,170	141,947	20,396
Totals	23,304,496	19,091,524	5,835,869

and . . .

THE CHRONICLE LEADS IN 18 OUT OF ALL 22 GENERAL ADVERTISING CLASSIFICATIONS . . . AND IN 26 OUT OF ALL 28 CLASSIFIED CLASSIFICATIONS!

Source:
Media Records, 1958

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper!

THE BRANHAM COMPANY—National Representatives

STAY-AT-HOMES—*Ads like this are being used in newspapers by the Berkeley, Cal., chamber of commerce to get residents to do their shopping in their own town. This ad boosts women's apparel items. Kennedy-Hannaford, Oakland, is the agency.*

Sevareid Suggests Nets Agree on Prime Time for Quality TV

NEW YORK, March 31—Television continues to draw some of its strongest criticism from those within its ranks.

This week it is commentator Eric Sevareid, who complains in *TV Guide* that tv is an "exercise in frustration and hope, endlessly repeated for thousands of people inside the industry." His article will appear in the April 4 issue of the magazine.

Mr. Sevareid's remarks are sharpened by his decision to take a four months' leave of absence from television. About a month ago Edward R. Murrow, another big CBS news name, announced that he was taking a year's leave from the network.

Mr. Sevareid, who plans to join the CBS bureau in London in the fall, said there was no connection between his and Mr. Murrow's plans.

■ In the *TV Guide* article, Mr. Sevareid says: "The most intimate and powerful medium for human instruction and inspiration science ever devised has failed to claim its own birthright."

He suggests tv should be making use of "great plays, great music, great books, great experiments in science." He also calls for follow-up stories in the news documentary field, more coverage of regional art, folklore and pageantry—and more use of the rich lore of American history as source material.

"The story of this land was not written entirely in terms of cowpokes and the saloon girl with the heart of gold," he says.

Mr. Sevareid warns that "television has got to move further and faster in all these directions. If it does not, I believe it will decay, not only in prestige but also as a business for profit."

■ On the constructive side, he suggests two partial answers: (1) Agreement by the networks to devote prime hours on certain nights to higher quality programs so that no one network would get too badly hurt financially; (2) pressure by local citizen groups on individual stations to improve their programs. He says one Boston station even refuses to carry the Sunday afternoon egghead programs and runs old films and sports instead. Local listeners could change this if they wanted to, he suggests. #

THE "HIDDEN DIFFERENCE" BETWEEN THESE MAGAZINES IS *BUYING ACTION!*

POPULAR MECHANICS MAGAZINE
LIFE
POPULAR SCIENCE
What You Save on a Six — — Snaking Electric Wires — —
The Saturday Evening POST
ARE WE MAKING A PLAYGROUND OUT OF COLLEGE?
My Life With BABE RUTH
Reader's Digest

Now—the statistical findings of the revealing new Sindlinger Report, "A Definitive Audience Study of General and Specialized Magazines," are complete. Based on almost 150,000 interviews, this study is the first to penetrate deeply into magazine audience make-up and the relationship between magazine reading habits and ultimate buying action. It reveals the important hidden difference between the audiences of Life, The Saturday Evening Post, Reader's Digest, Popular Mechanics, Better Homes & Gardens, and Popular Science.

The Hidden Difference in Audience COMPOSITION

The Sindlinger study describes the kinds of people that read each of these magazines—their jobs, their income levels, their spending patterns. It proves that specialized media attract a well-defined audience of similar values—mature, venturesome people with a taste for new ideas and new products. It shows that disposable income of the specialized magazine audience runs well above average, as does their willingness to spend it on advertised products.

The Hidden Difference in Audience PARTICIPATION

How much does each of these magazines actually participate in the daily life of its audience? The Sindlinger Report has the answer. It clearly indicates that only specialized media command an audience whose interests and activities are akin to featured editorial and advertising matter. It shows that specialized magazines are more talked about . . . more often saved for future reference.

The Hidden Difference in Audience PERSUASION

Making comparisons previously sidestepped by giant mass media, Sindlinger & Co. measured the influence of each magazine on the shopping and buying actions of its readers. The conclusion: While all magazines establish a direct link with readers' minds, specialized magazines alone offer the most direct route to the attentive reading and buying interest of a vast number of the nation's consumers. Specialized media truly exert a powerful influence —in the transfer from editorial to advertising pages —on potential product purchasers.

POPULAR SCIENCE *Monthly*

AMERICA'S FIRST-TO-TRY FIRST-TO-BUY AUDIENCE

Get Your Copy Now

The full Sindlinger Report is now ready for distribution. Its data will help you pinpoint the buying action prompted by a particular magazine in a particular product field. With it, you will be better able to evaluate high-cost, high-waste media vs. specialized media—an evaluation that may lead to significant changes in future selection of consumer media. No advertiser or agency can properly make more of 1959's important marketing decisions without this basic information:

Volume I— BASIC READER CHARACTERISTICS

Volume II— SHOPPING-PURCHASING AND HOUSEHOLD SPENDING PATTERNS

Volume III— READER ACTION

Call or write now for the complete report—"A Definitive Audience Study of General and Specialized Magazines."

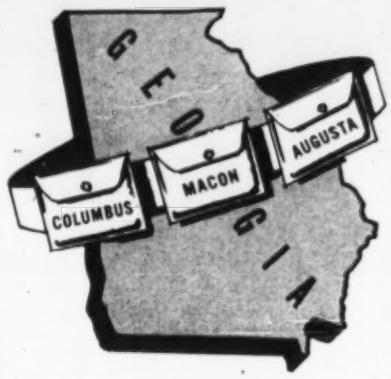
Now located at: 355 Lexington Avenue, New York 17, N. Y. Telephone: MUrray Hill 7-3000

Chicago CEntral 6-5915 · Cleveland MAin 1-7473 · Detroit WOodward 2-2863 · Portland, Ore. CApital 6-2561 · Los Angeles DUnkirk 1-1271 · San Francisco GArfield 1-3846

NET INCOME?

$1.5 billion in Georgia's money belt

America's first gold rush was in Georgia in 1828. Advertisers, today, are staging another . . . in the Augusta-Columbus-Macon market. "Gold" is $1.5 billion net income. Stake your claim with the Georgia Group. Combination rate; up to 10% savings.



For **penetration** in the Peach State, it's Atlanta **plus**

THE Georgia Group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**

Manischewitz to Offer Menu Booklet in Passover Drive

NEW YORK, March 31—B. Manischewitz Co., the nation's largest purveyor of kosher food products, will spend about one-third of its 1959 budget during April in its annual Passover advertising. The eight-day commemoration of Passover represents as much as half of the annual business of kosher food companies.

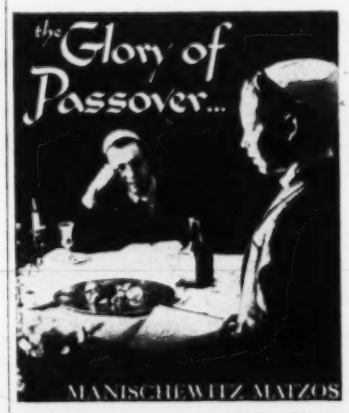
This year's campaign will run in 33 newspapers, plus 46 Anglo-Jewish media across the country, with main concentration in the seven major markets where the Jewish population primarily resides: New York, Chicago, Los Angeles, Philadelphia, Boston, Baltimore and Miami. In New York, four-color car cards also will be used.

Store signs and mass displays will bring Passover ordering to the attention of the Jewish housewife,

FOR PASSOVER—*B. Manischewitz Co., kosher food company, will spend half of its Passover budget on product ads and half on institutional ads celebrating "the glory of Passover."*

and "hundreds of thousands" of copies of an eight-day menu planner for Passover will be given out. This meal planner gives 24 complete menus, 28 recipes and a shopping list to simplify holiday planning. It will be offered in ads, in publicity and at point of sale.

■ Half of the company's Passover advertising will be straight product promotion; the other half will be over-all institutional advertis-



ing proclaiming "the glory of Passover."

Although more than 100 kosher products are offered by the company, the product advertising will be concentrated on matzos, gefilte fish, borscht and cookies. The campaign starts two weeks before the start of Passover, which begins April 22.

Al Paul Lefton Co. is the agency. ■

Sterling Drug Sets Records

Sterling Drug Inc., New York, set records in sales and profits for 1958. Sales for the company and consolidated subsidiaries were $197,789,000, an increase of $13,710,000 over revised figures for the previous year. Domestic sales were $140,584,000 compared with $129,401,000 in 1957. Net profit for 1958 was $19,148,880, a 7% increase over revised 1957 figures. Earnings were $2.42 a share compared with $2.25 the year previous.

Brown Joins Adams Agency

Jody H. Brown, for the past 16 years an executive in the operations department of Delta Air Lines, has joined Burke Dowling Adams Inc., Atlanta, in an executive capacity.

with GUGLER, the performance must be in SALES!

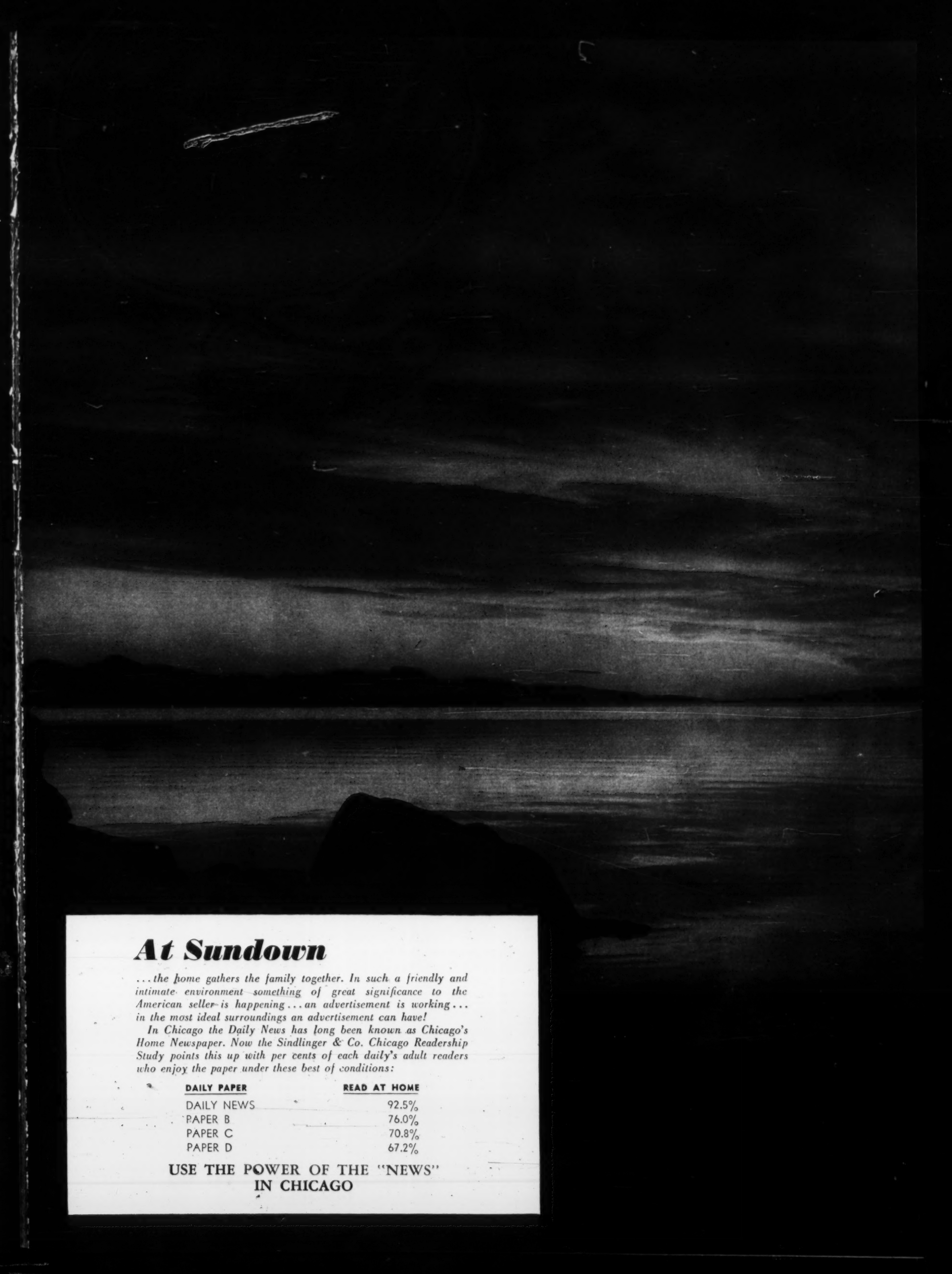
Some printing salesmen will do just about anything to bend the buyer's ear. You know the type. The same tired cliches . . . the same empty promises. Strictly a second rate performance.

At Gugler, our salesmen are interested in *your* performance — sales performance, that is. That's why we (and our clients) like to think of them as "men in the know, printing-wise." They can intelligently discuss your printing problems — everything from posters, p.o.p. materials, and labels — and come up with a creative, effective solution, everytime. They'll show you how we can handle your job (any job) from idea-stage to finished production. Best of all, they've got the samples to prove it. Just ask to see them.

Gugler LITHOGRAPHIC Co.

1339 NORTH MILWAUKEE STREET, MILWAUKEE, WISCONSIN

Sales Offices: New York • Chicago • Seattle • San Francisco • Los Angeles • St. Louis • Atlanta • Detroit • Houston • Tulsa



At Sundown

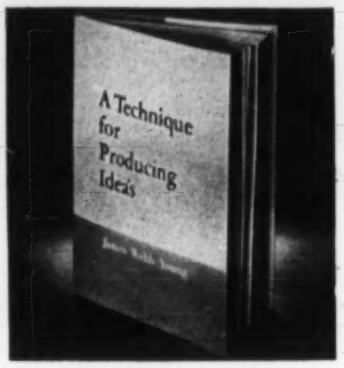
...the home gathers the family together. In such a friendly and intimate environment something of great significance to the American seller is happening... an advertisement is working... in the most ideal surroundings an advertisement can have!

In Chicago the Daily News has long been known as Chicago's Home Newspaper. Now the Sindlinger & Co. Chicago Readership Study points this up with per cents of each daily's adult readers who enjoy the paper under these best of conditions:

DAILY PAPER	READ AT HOME
DAILY NEWS	92.5%
PAPER B	76.0%
PAPER C	70.8%
PAPER D	67.2%

USE THE POWER OF THE "NEWS" IN CHICAGO

A Technique for Producing IDEAS



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

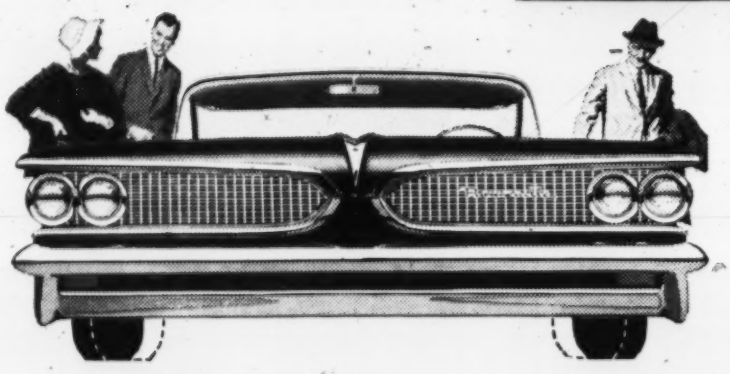
Four A's Protests Wording of Bill

The American Assn. of Advertising Agencies has requested Sen. Karl E. Mundt, who with Sen. John L. McLellan is sponsor of a bill in the U. S. Senate aimed at "advance-fee real estate racket," to change the wording describing real estate operators engaged in questionable practices. The bill designates operators as "interstate property advertising agencies" engaged in the "business of selling advertising." Four A's president Frederic R. Gamble requested that the legislatures substitute "business or real estate brokerage service engaged in the business of selling businesses or real estate."

Kimmig Joins Bridges-Sharp

Patricia Kimmig, continuity director at WHIO, Dayton radio and tv station, has been appointed copy chief of Bridges-Sharp & Associates, Dayton.

PONTIAC NAMED "CAR-OF-THE-YEAR"



"Motor Trend" Editor, Walter A. Woron, left, presenting the "Car of the Year" award to S. E. Knudsen, GM Vice-President and General Manager of Pontiac Motor Division.

"Pontiac with wide-track wheels is the best combination of ride...handling...performance and styling of any '59 car" —*The Editor Of Motor Trend Magazine*

And Pontiac is setting new records in the Sales Department, too, which means bigger industrial payrolls—increasing business!

The way to sell this growing market of over 250,000 people is to put your dollars in the Pontiac Press. ABC net paid exceeds 58,000 daily—and it's 97.4% home delivered!

Over 74% of Pontiac Press homes take no other daily newspaper.

THE PONTIAC PRESS
PONTIAC, MICHIGAN

Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit,
Doyle and Hawley, San Francisco and Los Angeles

Sies W. Numann

Philips' Numann to Be Honored as World Adman of Year

NEW YORK, April 3—Sies W. Numann, who supervises a worldwide advertising budget of more than $40,000,000 for the giant Dutch electronics company, Philips of Eindhoven, has been named "world advertising man of the year" by the International Advertising Assn.

The award is given annually by the IAA in recognition of outstanding contributions to the practice of advertising.

Mr. Numann's selection was announced in advance today—a departure from previous practice. In the past the award has been announced at the annual IAA convention. (This year's meeting is scheduled for April 29 and 30.)

A native of the Netherlands, Mr. Numann came to the U.S. in the early '20s to get experience in advertising. He worked for Paul Block & Associates, New York newspaper representative, and in the advertising department of General Motors Export Corp. before returning to the Netherlands in 1928 as foreign advertising manager of Philips.

■ Philips, the largest manufacturer of electronics equipment outside of the U.S., markets its products throughout the world. Mr. Numann became a director of the company in 1948 and at the same time was placed in charge of all advertising and public relations activities.

Mr. Numann will be formally presented with his award at the European conference of the IAA, scheduled for Vienna May 14-16. #

Donnelley Issues Chicago Northern Suburbs Directory

Reuben H. Donnelley Corp., Chicago, has published the sixth annual edition of "North Suburban Street Address Directory" listing more than 177,000 families and businesses in 38 principal suburbs north of Chicago.

About 10% of the listings are business addresses, but the edition carries no advertising and will be leased to users on an annual basis. Information about the directory is available from Donnelley Corp., Street Address Directory Division, 407 E. 25th St., Chicago.

Gonset Names Allen, Dorsey

The Gonset communications equipment division of Young Spring & Wire Corp., Burbank, Cal., has appointed Allen, Dorsey & Hatfield, Los Angeles, to handle its advertising. The agency, meanwhile, has appointed Barry C. Fain, formerly with Equitable Gas Co., Pittsburgh, a copywriter.

Solberg Joins Commercial Art Publication as Ad Head

Harvey H. Solberg has joined the staff of *CA — The Journal of Commercial Art*, Palo Alto, Cal., as advertising sales manager. He formerly was associated with the ad department of *Sunset Magazine*.

Of the top ten markets in the United States, nine are cities . . . but

ONE IS A STATE!

	MARKET POPULATION
1. New York	14,330,000
2. Chicago	6,266,200
3. Los Angeles	6,109,100
4. Philadelphia	4,349,100
5. Detroit	3,843,000
6. Boston	3,003,000
7. **IOWA**	**2,715,000**
8. San Francisco	2,701,900
9. Pittsburgh	2,408,300
10. St. Louis	1,965,000

IOWA is number seven for one reason—the unique circulation of the Des Moines Register and Tribune. These are not just city papers—but are statewide, read by 70% of the whole state of Iowa (population 2,715,000). Not only are they the "hometown papers for the whole state of Iowa," the Register and Tribune reach a higher percentage of the population than any other paper in any other of the nine leading markets. Markets, as you know, are not a matter of geography, but rather of people—so in preparing your next schedule, remember the Des Moines Register and Tribune cover America's SEVENTH market. . . . For more information call Scolaro, Meeker & Scott or Doyle & Hawley.

DES MOINES REGISTER AND TRIBUNE

350,000 COMBINED DAILY · 500,000 SUNDAY

Gardner Cowles, President

MONTREAL...

...Canada's greatest food market

Annual Food Sales per family:

MONTREAL	$1,235
Quebec Province	$ 857
Canada	$ 736

Get more sales at lower cost through CONCENTRATION in

LA PRESSE

DAILY AND ROTOGRAVURE

HEAD OFFICE: MONTREAL, CANADA U.S. REPRESENTATIVES: SHANNON & ASSOCIATES, INC.

Melnor Buys TV Spots

Melnor Industries, New York, lawn sprinkler manufacturer, has started its spot tv campaign using minutes in six to 12 spots weekly on about 40 stations in 33 markets. The commercials will run until about July 4. Two-color half-page ads will run in the June issues of *Better Homes & Gardens, Canadian Reader's Digest* and *Maclean's*. Newspaper advertising will be placed on a co-op basis. The agency is Smith Greenland, New York.

New Toni to Bow

A new Toni home permanent featuring a no-mix cream neutralizer will be introduced nationally in June with a heavy campaign built around the theme: "New! No Mix! No Mess! with Toni." The new cream neutralizer comes ready-mixed in a four ounce polyethylene applicator bottle. North Advertising, Chicago, handles the account.

EASY BUNS—*Penick & Ford, New York, pushes the idea of pouring Brer Rabbit molasses over hot rolls for quick sweet buns in this color ad to run in farm and women's publications in April and June, Batten, Barton, Durstine & Osborn is the agency.*

Vending Machine Sales in '58 Hit $2.13 Billion Peak

CHICAGO, March 31—Despite last year's recession, vending machine sales last year hit an alltime high of $2.13 billion. The 1957 volume wa $2.05 billion.

The growth of the industry—which in 1946 was selling only $600,000,000 worth of goods—is reported in the 13th annual census of the vending machine industry by *Vend* magazine. The study was conducted by Prof. Boris Parl, of Northwestern University's business school.

■ Cigarets still account for the lion's share of vending machine business. Cigaret sales in 1958 totaled $820,703,000 or 14.7% of the total domestic cigaret market, compared with 14.2% in 1957. These sales in 1958 were achieved by 717,400 cigaret machines—71,700 more than were in use in 1957.

Significant shifts in brand preferences were reported by vending operators in the study. Pall Mall moved ahead of Camel, capturing 15.45% of the vended sales compared with Camel's 14.79%. King-size Kent, in ninth place in 1957, rose to fifth place in 1958, with 6.9% of the vended market.

Cigar sales in vending machines are on the up-swing, *Vend* reports. Cigars were sold by 45,500 machines in 1958, compared with 42,700 machines in 1957. #

Milner Buys Taylor Labs

Dumas Milner Corp., Jackson, Miss., manufacturer of Pine-Sol, Perma-Starch and other household products, has entered the pharmaceutical field with the purchase of Taylor Laboratories Inc., Houston. Taylor, marketer of some 170 drug items, will become a division of Dumas Milner with C. H. Taylor as vp and general manager and T. H. Coulter as vp of sales and advertising. Gordon Best Co., the Dumas Milner agency, will service the Taylor division.

Nargus Studies Merger Trend

The National Assn. of Retail Grocers of the U. S. has published a 29-page report of a four-year analysis of the merger trend in the grocery business. Copies of the report are available from Nargus, 360 N. Michigan Ave., Chicago.

Bishop Boosts Johnson

Herman L. Johnson has been appointed exec vp of Hazel Bishop Inc., New York. He has been in charge of the sales force, a duty which he will continue.

Unveiling a new model in 5000 places at once!

How a car maker used air freight profitably

One of the "Big Three" car makers was introducing a new model. Car refinements held up printing of promotional material which then had to be simultaneously released to 5000 dealers all over the country. So Emery's CAPS (Consolidated Air Parcel Service) was given the job.

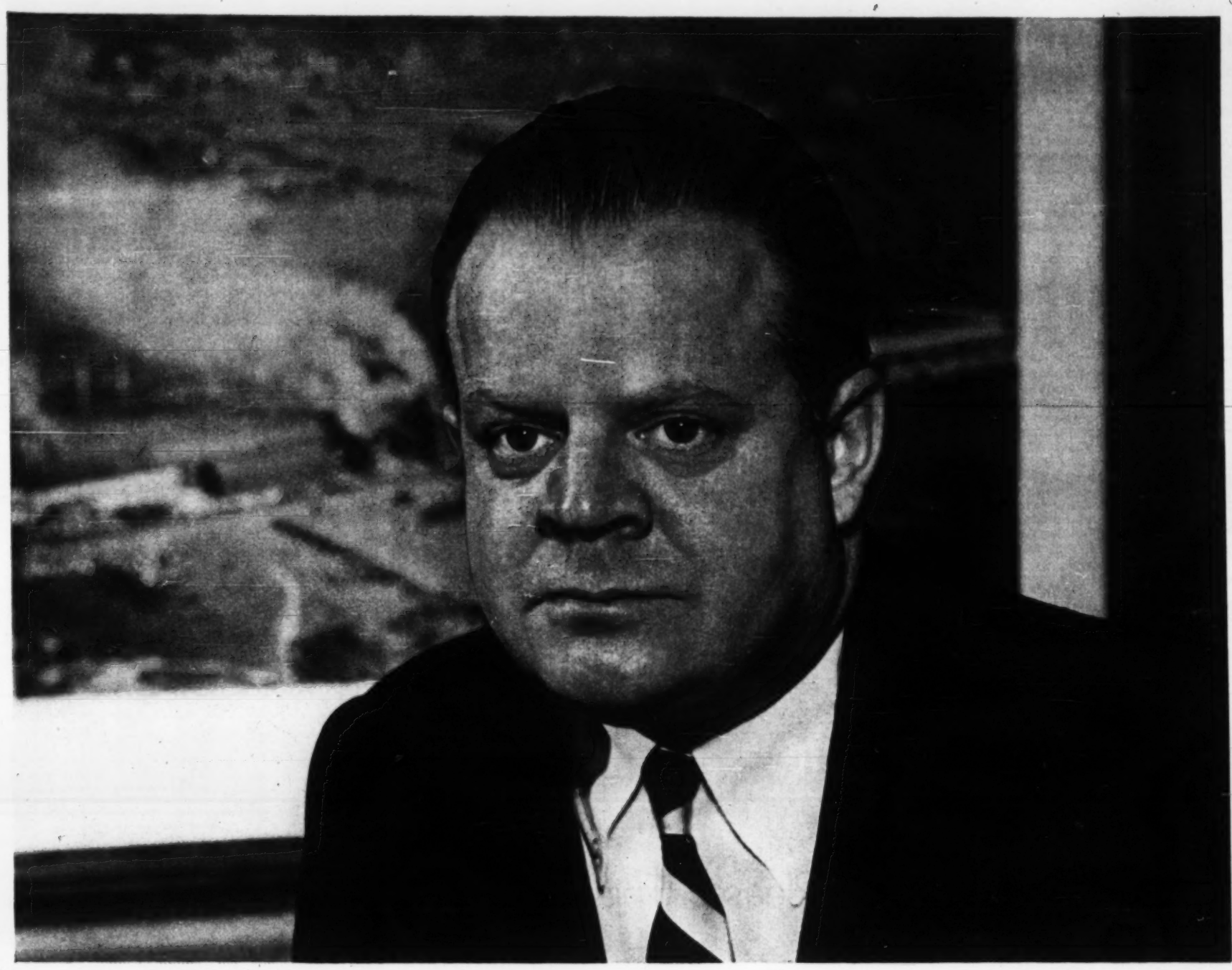
This service flies packages to key post offices anywhere in the United States, for low cost parcel post delivery. Check of post office receipts showed that Emery's CAPS delivered 96% of the shipments in less than 48 hours after leaving the printer.

The saving: *$15,959 less than any other air express service could do it.*

Emery's CAPS can do the same job for you, no matter how big or small it may be. Fast, dependable Emery service delivers to any place in the nation in hours . . . gives you 12 to 24 hours faster arrival overseas. Call or write today for facts about how Emery's services can be tailored to your requirements, and save you money.

EMERY AIR FREIGHT CORPORATION

General Offices: 801 Second Avenue, New York 17 • Domestic and International Service



interest

"To arouse and maintain buyer interest, we advertise consistently in business publications. This efficient means of communication helps us to introduce and sell our wrought iron, steel and plastic products. We feel that this is one of the most economical ways to create interest in our products and services."

B. M. Byers, President, A. M. Byers Company

INTEREST—*Consistent* advertising spurs the interest of the men-who-buy. It keeps prospects up-to-date on you, your progress and products . . . helps your company grow with the economy. In today's leading growth industries, there are more than one million key businessmen who pay to read McGraw-Hill publications. You can arouse and hold their interest by *concentrating* your advertising in the one or more McGraw-Hill publications serving your markets.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Closed-Circuit TV Use in Meetings Grows; Now It's Also Used as Advertising Medium

NEW YORK, March 31—To handle the overflow crowd expected at its annual stockholders meeting April 22, General Electric Co. will make use of closed-circuit television for the fourth year in a row.

Closed-circuit tv has also been used by Eagle Pencil Co. as a sales tool in reaching its customers. Similar application of this medium has been made by Structural Clay Products Institute.

■ The closed-circuit tv facilities to be used by GE will be provided by Theater Network Television (TNT), 10-year-old company, which has pioneered in this form of communications.

Nathan L. Halpern, founder and president of TNT, estimates the annual cost of national and regional business meetings in the U.S. at $500,000,000. He predicts that within a few years one-tenth of this business will be going into closed-circuit telecasts.

Nathan L. Halpern

As the biggest factor in this field, TNT obviously stands to benefit. The company claims to do between 80% and 90% of the dollar volume spent in closed-circuit telecasts of business meetings.

In using closed-circuit tv, a company brings together its salesmen or dealers or customers or employes at various points throughout the country. TNT now has facilities to put together a 300-city network.

■ The biggest users of closed-circuit tv, up to now, have been the automotive companies, which have found it a convenient way to reach their dealers.

However, a small company used the TNT facilities in February to advertise to customers, much as an advertiser would do on a commercial tv station.

■ This company was Eagle Pencil, which devoted $50,000 of its advertising budget to a 12-city closed-circuit telecast. In the audience were more than 5,000 purchasing agents—all Eagle customers or prospects. The audience was built up by heavy advance promotion provided by TNT. CBS newscaster Walter Cronkite moderated the show, which originated from Eagle's plant at Danbury, Conn.

Eagle had a good reason for selecting this medium. For years it has used special machines in its plant to test pencils. Its problem was to get enough buyers to see these tests. Closed-circuit tv provided the answer.

During the telecast Eagle used a 14 ft. pendulum to test a pencil's smoothness. Durability was gauged by a revolving, paper-covered cylinder. Point strength was tested by a machine that exerted pressure against a pencil point—the snapping point was measured in pounds. Needless to say, the Eagle pencils took first place in all the tests.

■ Eagle has followed up this show with a national magazine campaign which features the tests demonstrated during the telecast. Full pages are being used in *Business Week, Nation's Business, Newsweek, Office Magazine, Purchasing Week, Time* and *U.S. News & World Report*.

Batten, Barton, Durstine & Osborn is the Eagle agency.

In addition, Eagle expects to reach many other prospects by showing kinescopes of its closed circuit show.

■ Another recent user of TNT as an advertising medium was the Structural Clay Products Institute, which used a show to reach architects and builders.

Daring live tests witnessed by professional purchasers from coast to coast
... prove EAGLE MIRADO
the lowest-cost writing pencil you can buy!
EAGLE VENUS

PROOF—*Eagle Pencil Co. uses full pages in magazines to feature tests it presented on a closed-circuit telecast.*

The largest closed-circuit telecast for a business meeting was staged in January by International Business Machines, which presented a one-hour meeting to 157 locations in 147 cities. It originated from San Francisco and was viewed by IBM salesmen and customer engineers throughout the country. #

West Coast Electrical Retailers Join for Push

More than 100 electrical appliance retailers in eight counties of southern Oregon and northern California have organized the Cal/Ore Electrical League for a March-through-June sales promotion drive in cooperation with California Oregon Power Co., the local utility.

William Dawkins & Associates, Medford, Ore., which handles the utility's advertising, will place the league's advertising, which will run in about seven dailies and 16 weeklies and on three tv and 18 radio stations. Focal point of the campaign will be trade-in allowances on old appliances.

C-C Print Shop to U. of C.

R. R. Donnelley & Sons has made a gift to the University of Chicago of the Springfield, O., printing plant formerly used by Crowell-Collier Publishing Co. to print the now discontinued *American, Collier's* and *Woman's Home Companion*. Donnelley bought the facilities after C-C dropped the magazines. The U. of C. intends to lease the property, in whole or in part.

Gluck Joins Screen Gems

Norman E. Gluck has been named to the new post of director of corporate operations of Screen Gems, New York, tv subsidiary of Columbia Pictures Corp. Mr. Gluck was formerly with Universal Pictures Corp. as head of the tv department, and a vp and director of United World Films Inc.

ANNOUNCING
"Adman's Book of the Month"
(From the McGRAW-HILL Series in Marketing and Advertising)

SALES PROMOTION
That Gets Results

By HOWARD M. TURNER, JR., D'Arcy Advertising Company. 259 pages, 35 illustrations. $6.50. Explains how to make marketing activities more effective through the use of the right sales promotion strategy. Covers the promotion of both industrial and consumer goods. Emphasizes proper planning to reach definite sales objectives in an integrated marketing program.

For FREE 10-Day Examination mail this ad to Dept. AGE-4-6
McGRAW-HILL Book Co.
327 W. 41st St. N. Y. C. 36

"Please! This is bigger than both of us!"

TIDEWATER, VA., indivisible for most marketing purposes, tops all metro county areas in the Southeast except Atlanta and Miami. Tidewater is a rich, urban area of nearly a million spending people, and is growing at 2¼ times the national rate.

TIDEWTAR is a better way to spell it, and the best way to sell it . . . for WTAR-TV is the greatest marketing force in this great and growing market.

CBS

Virtually Unduplicated

WTAR-TV • Channel 3 • Norfolk, Virginia

Represented by Edward Petry & Co., Inc.

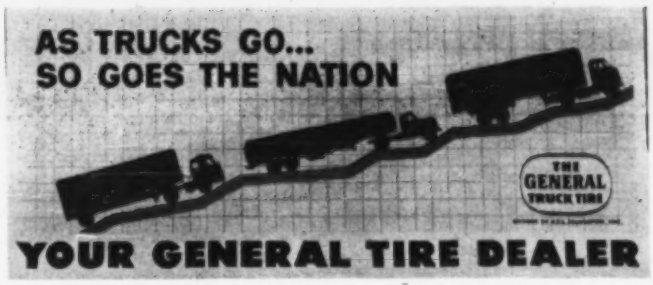
President and General Manager—Campbell Arnoux
Vice President for Sales—Robert M. Lambe
Vice President for Operations—John Peffer

Wilbur Dropping Suchard

Wilbur Chocolate Co. (formerly Wilbur-Suchard Chocolate Co.), Lititz, Pa., will stop marketing Suchard chocolates May 1 and will concentrate on supplying chocolate coatings, chocolate liquors, cocoa powders and flavorings to the baking and dairy industries. Suchard of Switzerland, Lausanne, which had franchised Wilbur, has set up Suchard Chocolate, Lancaster, Pa., to take over its marketing in this country. Wilbur is expected to continue manufacturing the candy line, however. Marketing & Advertising Associates, Philadelphia, continues as Wilbur's agency. Suchard Chocolate has not announced an agency choice yet.

San Francisco Admen Will Teach Summer Ad Course

San Francisco advertising executives will present "The Social Aspects of Advertising" course to secondary school teachers of cultural studies and students training for these positions at San Francisco State College this summer. The five-day course will start June 15. It is being conducted under the direction of Drs. John Schneider and William Regan of the college. The course is sponsored by the San Francisco Advertising Club in cooperation with the American Assn. of Advertising Agencies.



GENERAL BACKS TRUCKERS—*For the fifth straight year, General Tire & Rubber Co. is saluting the trucking industry with a national outdoor poster campaign. Outdoor signs in 550 cities will carry the slogan, "As trucks go . . . so goes the nation." D'Arcy Advertising Co. is the agency.*

Trautwein Elected President

A. C. Trautwein, senior marketing vp of Fyr-Fyter Co., Dayton, has been elected president of the Fire Equipment Manufacturers Assn.

Food Brokers Like Media Support—Especially Rarer Kinds, Manoff Finds

NEW YORK, April 1—Food brokers are very pleased with most of the merchandising support they get from local media. Yet they care least for the specific supports they get most of.

These are some of the findings in a survey made by Richard K. Manoff Inc. of 71 food brokers, which represent more than 1,000 manufacturers of grocery products distributed primarily through supermarkets.

Better than 50% of the brokers rated the media support they receive as excellent or good. Highest praise for specific services went for (1) media representation at sales meetings and (2) in-store sampling arranged for by media. Next came spot broadcast tie-ins and in-store displays.

All the above were among the aids least received by brokers. Postcards, trade letters and trade bulletins are, respectively, the merchandising activities most frequently provided by media. But only 21%—the lowest percentage of all—had any desire to receive postcards, and a relatively low 35% were interested in trade letters.

■ Many brokers felt that media tend to offer support only when asked for it. They said they would prefer media to offer merchandising assistance more freely. One commented: "Some of the things they do are good, and some of them are nonsense—but what the heck, it's all for free, so get as much of it as you can."

Complete copies of the "Survey on Attitudes of Food Brokers Toward Media Merchandising" are available without charge from Richard K. Manoff Inc., 40 E. 49th St., New York. #

Three Ask FCC Okay to Open New Miami FM Radio Station

Clinton C. Wells, formerly an account executive with J. M. Mathes Inc., New York; Richard Lapidus, previously media director of Friedlander-Roland-Bodee Advertising, Miami, and Russell Lea, now a staff engineer at WPIX, New York, have applied to the Federal Communications Commission for a license to open a new independent fm radio station in Miami. Mr. Wells said the new station should be on the air about the end of May.

Maxwell Sackheim Adds Two

Maxwell Sackheim & Co., New York, has been appointed to handle advertising for General Pencil Co., Jersey City, maker of pencils and ball pens, and for Charles T. Bainbridge & Sons, Brooklyn, maker of illustration boards. Frederick Smith Advertising is the previous agency of record for General Pencil.

Eastham to American Home

William K. Eastham, formerly merchandising manager of the Pepsodent division, Lever Bros. Co., has joined American Home Products Corp., New York, as assistant to the president.

DID YOU KNOW?

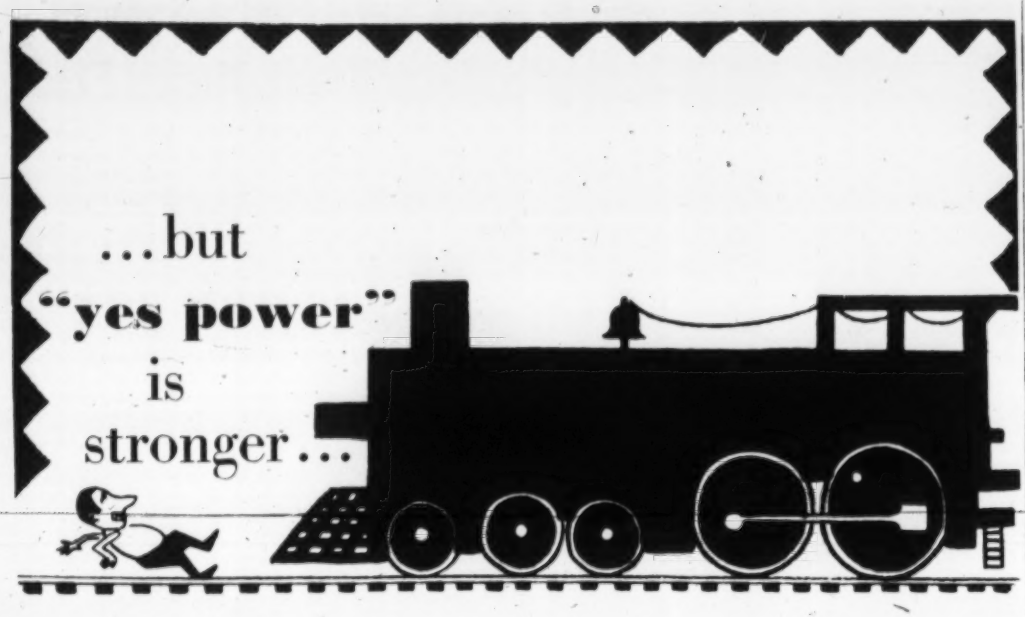
GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

59 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930



Rover Names Sudler Agency

Rover Motor Co. of North America Ltd. has appointed Sudler & Hennessey, New York, to handle its advertising in the U. S. and Canada. Rover has manufactured automobiles in Britain since 1904. It now plans to expand its marketing program here through its own subsidiary. Rover cars were previously distributed in the U. S. by Rootes Motors, whose agency is Erwin Wasey, Ruthrauff & Ryan. Sudler & Hennessey, up to now an agency specializing in the ethical drug field, will work in cooperation with Rover's British agency, Pritchard, Wood & Partners.

Circle to Josephson, Cuffari

Circle Research Laboratories, Glen Ridge, N. J., has appointed Josephson, Cuffari & Co., Montclair, to handle advertising and sales promotion for Safe and Septic-Aide. Magazines, spot television, newspapers and business papers will be used. Maxwell Sackheim & Co. is the previous agency.

Philip Morris Denies Interest in Bayuk Fight

Proxy Battle Opens as Trio Starts Soliciting Support for Opposition

NEW YORK, March 31—A proxy fight for control of Bayuk Cigars Inc. was launched here last week when three stockholders filed material with the New York Stock Exchange, declaring their intention to solicit proxies in opposition to management.

The three are Howard Mack, until last November chairman of Bayuk; Harry Wurman, who retired as president of the company in 1956, and Howard S. Cullman, a director of Philip Morris Inc. and uncle of Joseph F. Cullman III, president of the cigaret company.

Philip Morris Inc. has denied it had any interest in the fight for control of Bayuk. An executive of Philip Morris said his company "has no direct or indirect stock or other interest in Bayuk and has no plans for acquiring any Bayuk stock." He added that the president of Philip Morris did not own any Bayuk stock directly, although he did own stock in Cullman Bros. Inc., which is a Bayuk stockholder.

■ However, E. Archie Mishkin, president of Bayuk, said that Philip Morris was on the side of the insurgent stockholders. But he declined to amplify this statement or to comment further on the proxy fight.

The dissident stockholders did not indicate their objectives in their fight against Mr. Mishkin's management, but it was indicated that a list of particulars would be made public in registration statements to be filed with the Securities & Exchange Commission. Bayuk's annual meeting is scheduled to be held May 6 in Philadelphia.

Bayuk Cigars Inc. is reputedly fourth in sales volume among cigar makers. Its brands include Philadelphia Phillies, Prince Hamlet, Webster, Cinco, Royalist, Ruskin, Melba, Amerada, and Siedenberg cigars. Its main office and plant is in Philadelphia, but it also operates plants in Selma, Ala., and York and Steelton, Pa.

For 1958, it reported earnings of $1,014,586 on sales of $40,943,802.

■ Trade estimates indicate that Bayuk last year invested about $4,000,000 to advertise its brands. Its Phillies brand was, and still is being, advertised in over 200 newspaper sports pages regularly and on tv network sports shows and on network radio shows several times weekly. It also purchased half of the NBC-TV election night package last fall on a network of 185 stations with American Safety Razor Co. #

Gallagher Joins OAI

John D. Gallagher has joined Outdoor Advertising Inc. as an account executive in its New York office. Mr. Gallagher formerly was a sales executive with the Metropolitan Sunday Newspapers and also has held sales posts with *The American Weekly* and *Cosmopolitan*. Early in his career he was on the sales staff of ADVERTISING AGE.

Rosenfield to Fairchild

A. B. Rosenfield has been retained by Fairchild Publications, New York, as consultant on retail buyer motivations. A specialist in this field, Mr. Rosenfield was formerly a market consultant for J. J. Newberry.

as basic as the alphabet

EGYPTIAN

From a multitude of pictograms, ideograms, and phonograms, the modern alphabet developed through the ages. For example, our letter *L* probably started as the Egyptian sign for *cord*.

PHOENICIAN

Devising a rude alphabet from the complex jungle of Egyptian signs, the Phoenicians created about 20 letters. The symbol for *cord* became their letter *lamed* (ox goad).

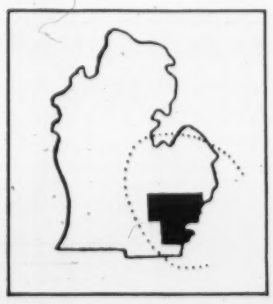
GREEK

Using the basic Phoenician symbols, the Greeks changed the form of some letters and devised a few of their own. In the process, *lamed* became *lambda*.

ROMAN

The alphabet traveled to the Etruscans and then to the Romans. Again, some letters were altered, new ones added. From the Greek *lambda*, the Romans created the modern *L*.

Historical data by
Dr. Donald J. Lloyd,
Wayne State University



Love that **WWJ coverage!**

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's daytime primary coverage area.

Long-time leadership makes WWJ your Basic Radio Buy in the Detroit-Southeastern Michigan Market. To its 81 per cent adult audience, WWJ represents modern radio entertainment and service at its very best.

Liven your Detroit Campaign with salesmaking personalities like Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—with product displays at WWJ's exclusive "radio-vision" studios at Northland and Eastland Shopping Centers. Buy WWJ—it's the *basic* thing to do!

AM and FM
WWJ RADIO
Detroit's Basic Radio Station

Owned and operated by **The Detroit News**
NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.

ALUMINUM IS COLOR

ALCOA IS ALUMINUM

NOW IMAGINE YOUR STORY ON ALCOA FOIL

Chalk this up as gospel: your advertisement printed on Alcoa® Foil will top all your previous records for visibility and readership. No guesswork. The reader can't miss a foil page (as you didn't miss the other side of this). A foil page sparkles, lights up . . . stirs any latent impulse to buy, ask questions.

Don't stop with space advertising. Alcoa Foil is a versatile printing surface . . . stimulating in packaging, spectacular on outdoor boards . . .a sure escape from the humdrum in mailing pieces, point-of-sale displays, brochures, annual reports, publication covers.

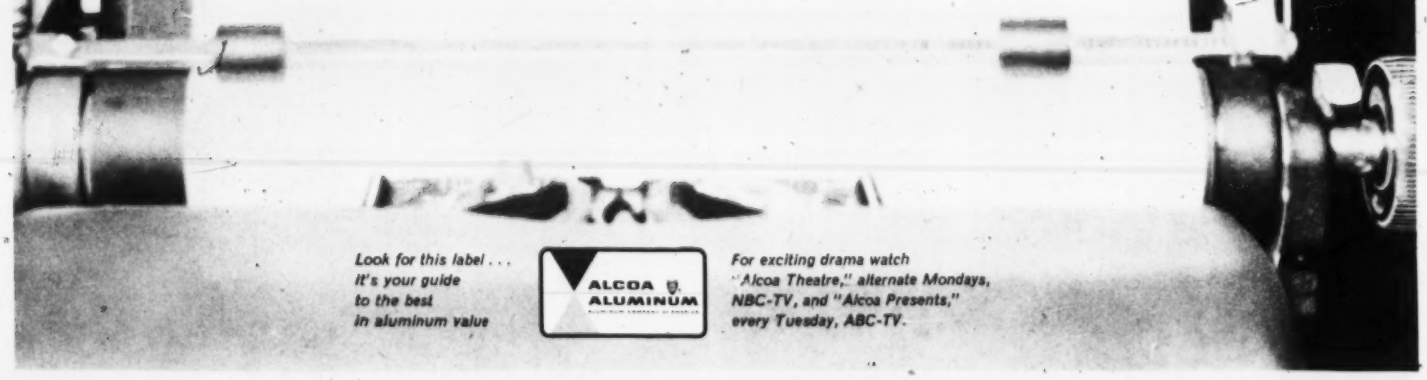
Alcoa Foil takes process or solid colors, any number . . . transparent or opaque inks . . . line or halftone. At your command is an infinite range of colors by overlapping transparent inks.

Emboss foil—broad area or fine work—as much as 1/16 in. Choose a shiny or satiny surface by laminating either dull or shiny side of foil to the backing paper. Or use aluminum inks on the shiny side for a bright-dull effect.

This insert is .00035 in. aluminum foil backed on 60-lb, one-side-coated stock, equivalent in bulk to about 80-lb publication book enamel.

Many printers today are skilled with foil. They employ every known printing method, use standard printing equipment at regular speeds. Stock can go through the press any number of times.

If you're looking for more impact in print, ask Alcoa for more information about aluminum foil. Write Aluminum Company of America, 1671-D Alcoa Building, Pittsburgh 19, Pa.



Look for this label . . . it's your guide to the best in aluminum value

ALCOA ALUMINUM

For exciting drama watch "Alcoa Theatre," alternate Mondays, NBC-TV, and "Alcoa Presents," every Tuesday, ABC-TV.

Corbin Cites Ignorance on Premium Uses

Sun-Ray Drug's Sylk Urges Coordination of Premiums with Retailers

NEW YORK, March 31—Despite the fact that the premium industry in 1958 did an estimated volume of $2.2 billion, it knows little about its ultimate consumers or their preferences and attitudes toward its products.

This opinion was expressed today by Dr. Arnold Corbin, professor of marketing, New York University graduate school of business administration, before the Sales Executives Club of New York.

Dr. Corbin, who is also research consultant to the Premium Advertising Assn. of America, which co-sponsored the luncheon meeting, declared, "The premium industry needs to shed much more light on its activities, and to develop much more knowledge about its market.

"It needs much more solid, unbiased research before it can develop really objective standards for measuring and predicting the probable success of premium offers. That," he said, "is precisely what the proposed PAAA consumer survey will attempt to do."

The proposed survey is scheduled to be undertaken this fall, under Dr. Corbin's direction.

Other speakers at the meeting discussed current premium practices.

▪ Harry S. Sylk, president of Sun-Ray Drug Co., Philadelphia, criticized many premium offers by manufacturers.

"Special offers," he said, "require special work on the part of the retailer. In the case of a chain, this involves stock keeping, pricing, displays and inventory records. As the result of a special premium offer recently," he said, "our company had $250,000 worth of merchandise tied up during the month of the premium offer."

Mr. Sylk recommended that more manufacturers pre-test premium plans before offering them to retailers. He urged that more attention be given to local advertising by manufacturers offering premiums.

"Too much dependence is placed on national advertising," he said. "More emphasis should be given at the local level."

▪ Sam Cherr, retired senior vp in charge of marketing, Young & Rubicam, now marketing consultant at that agency, said premiums, like any other stimulant, should be used but not abused. Over-use is worse than non-use, he said.

Mr. Cherr made the following points:

• "Premiums can be used to advantage to stimulate interest in advertising programs. The injection of premiums can arouse new interest.

• "Don't use premiums until you have researched and tested them.

• "Premiums should be advertised at both the national and local level for maximum effectiveness.

• "They should have some relation to the goods being advertised. Unrelated premiums are not effective.

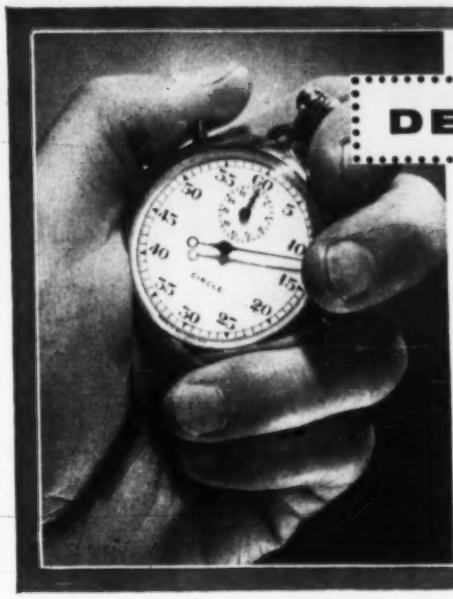
• "Premium promotions must be planned and must be worked out with the advertising department for best results." #

Olin Names McCann (Int'l)

Olin Mathieson Chemical Corp. has appointed McCann-Erickson Corp. (International) to handle the international advertising of its chemical division. This gives McCann the entire international advertising of Olin Mathieson. The agency already handles international advertising for the company's Squibb, Winchester, Ramset and cellophane divisions. Doyle, Kitchen & McCormick is the previous agency for the chemical division.

Devlin Joins Otto in London

John N. Devlin has joined the London office of Robert Otto & Co. as an account executive. Mr. Devlin, formerly with Unilever Export Ltd., will work on Alka-Seltzer.



DEADLINES?

You never worry when you

USE THE SERVICES OF

ELECTROTYPE COMPANY, INC.

Electrotypes • Plastic Plates • R.O.P. Mats

160 East Illinois Street, Chicago 11 • DElaware 7-1541

"It says 'You are going to make an important decision . . . and remember Solid Cincinnati reads the Cincinnati Enquirer.'"

NOTHING WEIGHS HEAVIER in the choice of media in the Greater Cincinnati Market than the fact that Solid Cincinnati reads the Cincinnati Enquirer. Advertisers naturally want to reach the solid *market that matters* in this great metropolitan area. There hasn't been any doubt — for years — as to what newspaper does just that. Result: you're in SOLID when *you're* in the Cincinnati Enquirer. Ask The Enquirer's Research Department for a look at the Top Ten Brands Survey, just completed.

Represented by Moloney, Regan & Schmitt, Inc.

MEMBERS OF ABC

SHERATON

HOTEL RESERVATIONS

Coast to Coast in the U.S.A. and in Canada

Call any of these numbers:

NEW YORK—CHickering 4-0700 LOS ANGELES—DUnkirk 2-7171
CHICAGO—WHitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—WOodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype

in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

Planning a convention? *Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.*

SHERATON HOTELS

EAST

NEW YORK	SPRINGFIELD, Mass.
BOSTON	ALBANY
WASHINGTON	ROCHESTER
PITTSBURGH	BUFFALO
BALTIMORE	SYRACUSE
PHILADELPHIA	BINGHAMTON, N.Y.
PROVIDENCE	(Opens early 1959)
ATLANTIC CITY	

MIDWEST

CHICAGO	INDIANAPOLIS
DETROIT	FRENCH LICK, Ind.
CLEVELAND	RAPID CITY, S. D.
CINCINNATI	SIOUX CITY, Iowa
ST. LOUIS	SIOUX FALLS, S. D.
OMAHA	CEDAR RAPIDS, Iowa
AKRON	

SOUTH

LOUISVILLE	AUSTIN
DALLAS	MOBILE, Ala.
(Opens early 1959)	

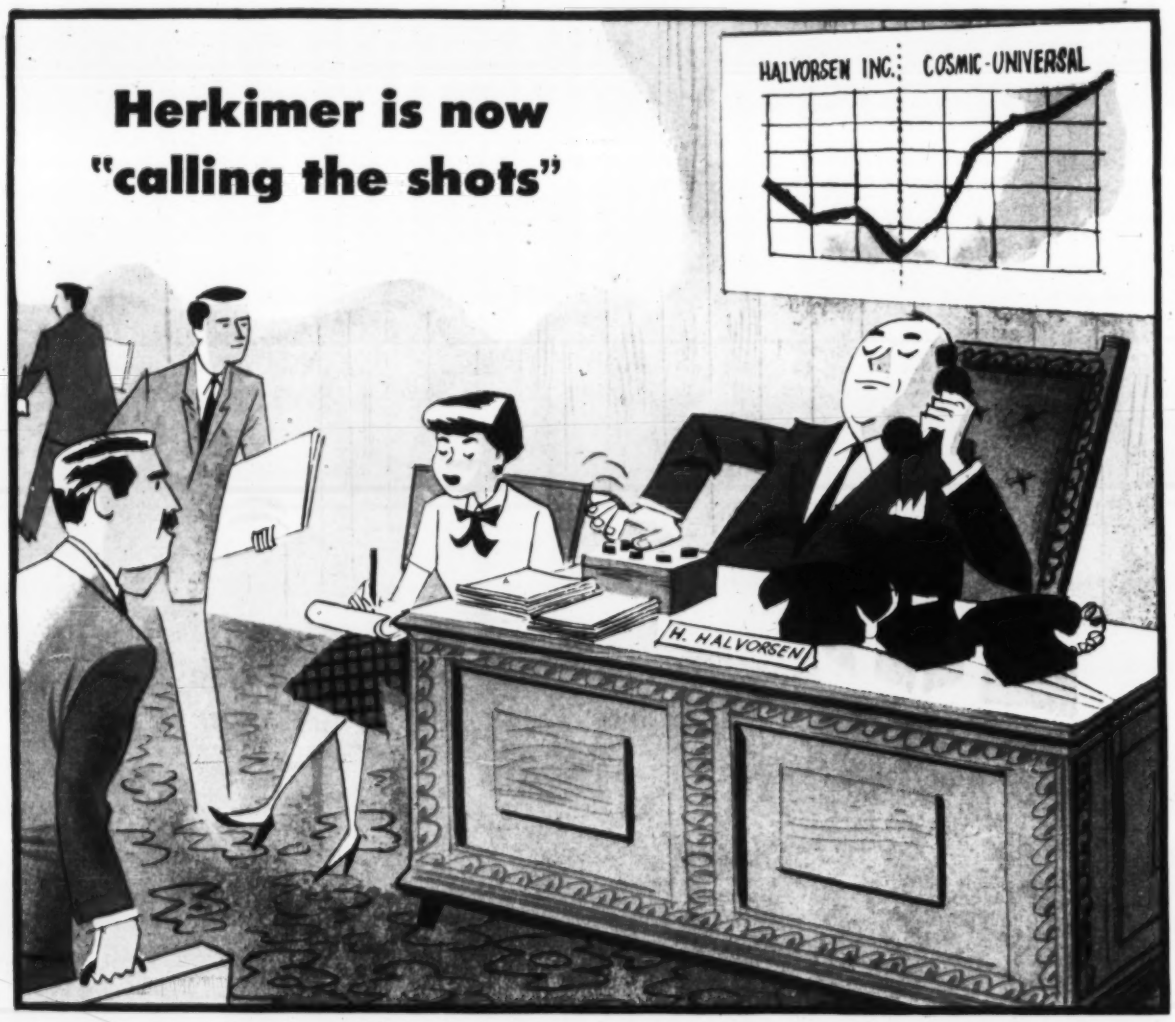
WEST COAST

SAN FRANCISCO	PORTLAND, Oregon
LOS ANGELES	(Opens fall 1959)
PASADENA	

CANADA

MONTREAL	NIAGARA FALLS, Ont.
TORONTO	HAMILTON, Ont.

Herkimer is now "calling the shots"



Herkimer Halvorsen is now a firm believer in ACB Newspaper Research Reports. As head of Halvorsen, Inc., he had poo-hooed them for years.

But when Halvorsen, Inc., became a division of Cosmic-Universal, the ACB Retail Store Reports were furnished him by the Upper-Management.

The Boys-In-The-Field who worked for Herkimer under the old Halvorsen, Inc., set-up are now frankly amazed at Herkimer's shrewd insight to specific sales situations in far corners.

Last week, the Seattle man got an air-mail from Herkimer directing him to visit Eugene, Oregon, and straighten out that dealership. "It stinks" tersely commented Herkimer.

At the next sales meeting, the Seattle man will find out how Herkimer learned of this Oregon situation. The ACB Retail Store reports will then be discussed.

But at present the Seattle man surmises that this parent company that took over Halvorsen, Inc., must have one of those fabulous UniVacs with hundreds of electronic tubes and a built-in radar. Otherwise, how could they spot the Eugene situation—so accurately?

Full information on ACB's 14 Services in our 48-page catalog sent on request, or contact our nearest office.

RETAIL STORE REPORTS

Provide accurate check-up of dealer tie-in advertising covering your own or competitive accounts. A widely-used service for determining sales policy and directing salesmen's efforts. Reports can show linage; cost of space; city; publication; sales territory; dealer name; product and price advertised; mats used; totals and percentages. Report accuracy, 95% and up.

ACB

The ADVERTISING CHECKING BUREAU, INC.

New York (18) 353 Fourth Ave. • Chicago (3) 18 S. Michigan Ave.
Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave.
San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

Along the Media Path

An industrywide promotion coordinating corsets, brassieres and lingerie in an ivory rose color is being prepared by **Vogue** for its Sept. 15 issue. A promotion and merchandising kit will go to stores.

• **WBRC-TV**, Birmingham, Ala., has been presented the Army's award for its work in fostering better understanding of the Army's role in our national security. The station has, among other things, presented the Army's program, "The Big Picture," on a continuing basis.

• **Esquire**, which published a 322-page silver anniversary issue last October, plans to bring out a special 1959 Christmas "jubilee" number. More than 1,000,000 copies of the December number will be published (average circulation for the monthly is 837,445) at $1 a copy instead of the customary 60¢. Jerry Jontry, ad director, said rates will remain the same, with a continuation of the magazine's policy—started with the silver anniversary issue—of 25% discounts on spreads. *Esquire* ran 21 spreads in the anniversary issue, published 18 more since and has five spreads scheduled for the May issue. Mr. Jontry said the Christmas issue, to appear with a gold cover, will run to "something like 350 pages."

• **Electronic Design** and **Electronic Daily** have established a First Annual Electronic Design award for notable achievement in electronic design.

• "Widgets & Media," a sound slide film that illustrates the trials and tribulations of a mythical company—International Widgets—in solving its media selection problems, has been prepared by **McCall's.** A 25-minute presentation, the film uses a semi-humorous cartoon technique to spoof many phases of advertising, particularly network television. It is presently being shown by *McCall's* salesmen to agencies and clients. The heart of the presentation is a massing of arguments, facts and figures for various combinations of mass magazines compared with certain network tv shows. The magazine combinations are drawn in *American Home, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Reader's Digest* and *The Saturday Evening Post.*

• With its October issue, **Woman's Day** is launching a new section exclusively for mail order advertisers. The section will be in full color and will be sold in 1/12th page units.

• The entire July issue of **House Beautiful** will be devoted to a detailed interpretation of why Scandinavian influences have been so widely welcomed throughout the world.

• In an unusual promotion mailed out to 5,000 advertisers, **Conover-Mast's Space Aeronautics** salutes its rival, McGraw-Hill's *Aviation Week*, for its recent story that the Soviet Union had already successfully flown a nuclear-powered bomber.

• R. Hoe & Co.'s first eight Colormatic units, unveiled a month ago, have been sold to **Oklahoma Publishing Co.**, Oklahoma City, publisher of the *Daily Oklahoman, Oklahoma City Times* and *Farmer-Stockman.*

• **WLW-D**, Cincinnati Crosley tv outlet, celebrated its 10th anniversary on March 15.

• **Better Homes & Gardens** and seven food makers will launch a "Cookout Time in June" promotion with a nine-page four-color tearout ad in the June issue. Cooperating advertisers (and products) are Lea & Perrins Worcestershire sauce, Heinz hamburger relish and hot dog relish, Durkee's spices and Famous sauce, Good Seasons salad dressing mix, Kitchens of Sara Lee all-butter cakes, Olive Advisory Board for ripe olives and Penick & Ford Brer Rabbit molasses.

• **Electrical Merchandising** sent agencies its latest promotion printed on a sample of new wash and wear bed sheets. The promotion boosted the magazine's May issue, which will carry a special report on wash and wear.

STRAIGHT-LINE ADVERTISING IN MICHIGAN FARMER PENETRATES

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and MICHIGAN FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because we print MICHIGAN FARMER by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

1 **Local pictures**

2 **Local testimonials**

3 **Local prices and terms**

4 **Local dealer listings**

5 **Local coupon returns**

- New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

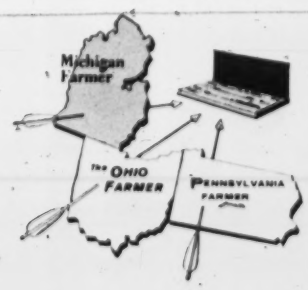
No waiting for harvest time in Michigan. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Michigan is "top third" in farm income . . . ranks first in cherries; second in peaches; third in apples and grapes; fourth in pears; seventh in milk produced; eighth in oats and vegetables.

Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

Michigan Farmer

East Lansing, Michigan

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in THE OHIO FARMER and PENNSYLVANIA FARMER.*

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HUTCHINGS & MELVILLE, INC. *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Coming Conventions

*Indicates first listing in this column.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Advertising Assn. of America, Premium Advertising Conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 9-11. Mutual Advertising Agency Network, workshop and business meeting, Bismarck Hotel, Chicago.

April 10-11. West Virginia Broadcasters Assn., annual spring meeting, Press Club, Charleston.

April 12-16. Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 16-17. Life Insurance Advertisers Assn., north central round table, Netherland Hilton Hotel, Cincinnati.

April 20-23. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 23-24. Assn. of National Advertisers, workshop on planning and controlling advertising expenditures, Westchester-Biltmore, Rye, N. Y.

April 23-25. American Assn. of Advertising Agencies, annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 23-25. Western States Advertising Agencies Assn., 9th annual conference, Oasis Hotel, Palm Springs, Cal.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

*May 4-9. Advertising Research Foundation, "Operations Research" seminar, Cleveland.

*May 6-8. American Public Relations Assn., International Conference, Diplomat Hotel and Country Club, Hollywood Beach, Fla.

May 6-8. Public Utilities Advertising Assn., annual convention, Sheraton Hotel, Dallas.

May 10-12. Life Insurance Advertisers Assn., southern round table, Dinkler Plaza Hotel, Atlanta.

May 14. University of Michigan advertising conference, sponsored by the university's departments of art, journalism and school of business administration, Ann Arbor.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-22. American Marketing Assn., Montreal chapter, conference on "Montreal, Canada's Keystone Market," Queen Elizabeth Hotel, Montreal.

May 24-26. Life Insurance Advertisers Assn., western round table, Ambassador Hotel, Los Angeles.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 24-27. Super Market Institute, 22nd annual convention, Convention Hall, Atlantic City, N. J.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

*Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

*Sept. 10. Advertising Research Foundation, first of 13 consecutive Thursday seminars, Chicago.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Insurance Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Chicago, Regional Conference, Drake Hotel, Chicago.

The last piece is officially in place . . . and the U. S. Census Bureau put it there. The St. Paul "Half" of the Twin Cities Metropolitan Area now embraces Washington county as well as Ramsey and Dakota counties . . . and big things are happening! Population UP—to 516,500. Retail sales UP to 629 MILLION DOLLARS PER YEAR. And figures like these tell only a part of the story, because our growing is showing from one end of this three county market to the other.

St. Paul's ever-expanding loop is destined to be revitalized anew by the construction of a new Dayton store that promises to be the most outstanding retail outlet between Chicago and the west coast. Another giant downtown store will soon be built by Sears. And new super highways are funneling thousands of additional shoppers into St. Paul.

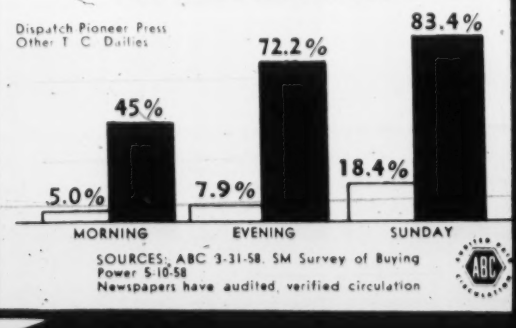
As big as it already is, St. Paul is just beginning to flex its muscles . . . and now's the time to put your sales message into the homes and minds—of its half million customers via the one and only newspaper to offer exclusive coverage, The St. Paul Dispatch-Pioneer Press.

The NEW St. Paul Metropolitan County Area is the home of

516,500 PEOPLE!

AND 1 NEWSPAPER OFFERS UNCHALLENGED BLANKET COVERAGE

FAMILY COVERAGE
Ramsey, Dakota & Washington Counties

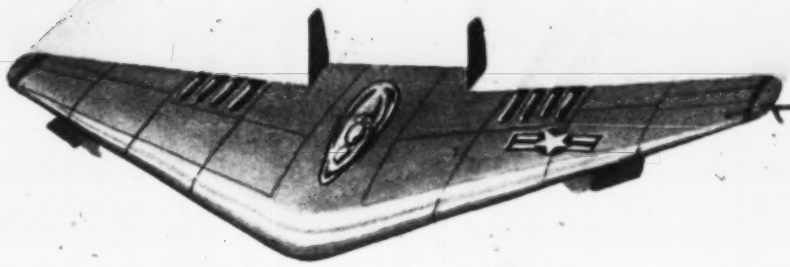


SOURCES: ABC 3-31-58. SM Survey of Buying Power 5-10-58
Newspapers have audited, verified circulation

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS
RIDDER-JOHNS, INC.
—LOS ANGELES

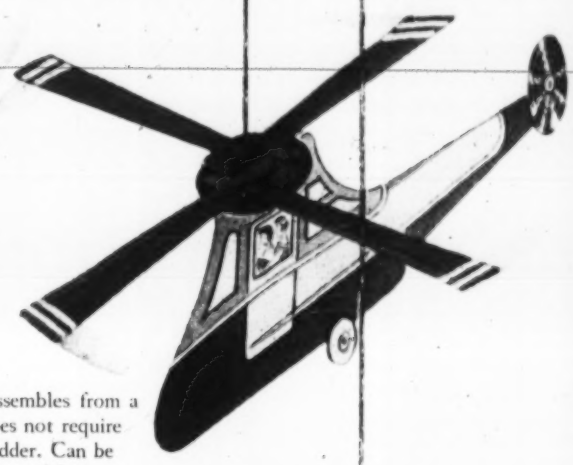
DCS&S Names Three

Robert C. Finnie and Pieter A. Fisher, formerly with Young & Rubicam, have joined Doherty, Clifford, Steers & Shenfield, New York, as an account executive and assistant account executive, respectively. Doherty, Clifford, also has elected William Wall, copy group supervisor, a vp.



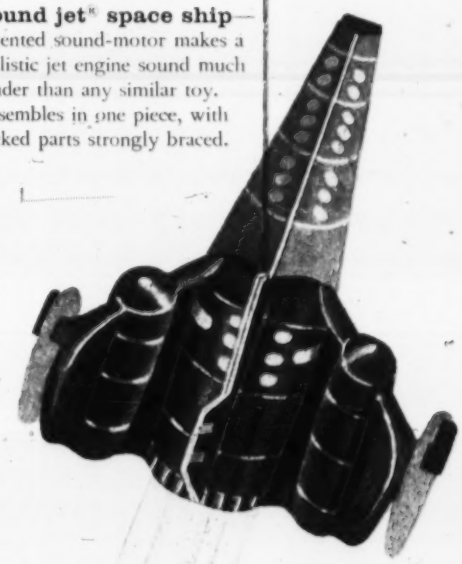
Flying wing—roars like a real jet. Assembles from a single card, without the usual rubber band or metal spreader used in other sound toys of this type. Other forms based on actual prototypes can be designed.

Catapult-launched glider—only glider assembled in one piece, with all elements locked and interbraced; requires no nose weight or launching stick. Flys up to 200 feet, integral ailerons permit variety of movements.



Helicopter—assembles from a single card and does not require hub or axle for rudder. Can be designed in a variety of forms.

Sound jet™ space ship—patented sound-motor makes a realistic jet engine sound much louder than any similar toy. Assembles in one piece, with locked parts strongly braced.



The up look—

The Davy Crockett cap has joined the two-gun cowpoke outfits in the happy hunting grounds. Twisted hula-hoops are complicating the lives of the garbage collectors . . . Today young America is looking up to the space age of supersonic jets and satellites. And good inexpensive premiums are as hard to find as a ten cent hamburger.

However Einson-Freeman now offers a patented new line of tough tagboard and plastic toys that fly, glide, whirl and produce satisfying noises—offer action and hold sustained interest. They come in colorful die-cut flat sheets that fit carton or container, can be used as giveaways or self-liquidators. They are assembled by merely folding, without clips, pasting or resort to Daddy's tool chest. They enchant small fry and become collectors' items for the sub-teen set. And their cost will not make a bulge in your promotion budget.

These new Einson-Freeman specialties may be one way of giving your sales graph that encouraging up look this year. We suggest that you become acquainted with them as soon as possible. Phone, wire or write—and a knowledgeable E-F man will show up with samples.

Not illustrated—but available are catapult launched rockets and guided missiles, and remote control bombing and target game; multi-bladed boomerangs and propellors; space platforms and other novel items which can be adapted for specific requirements.

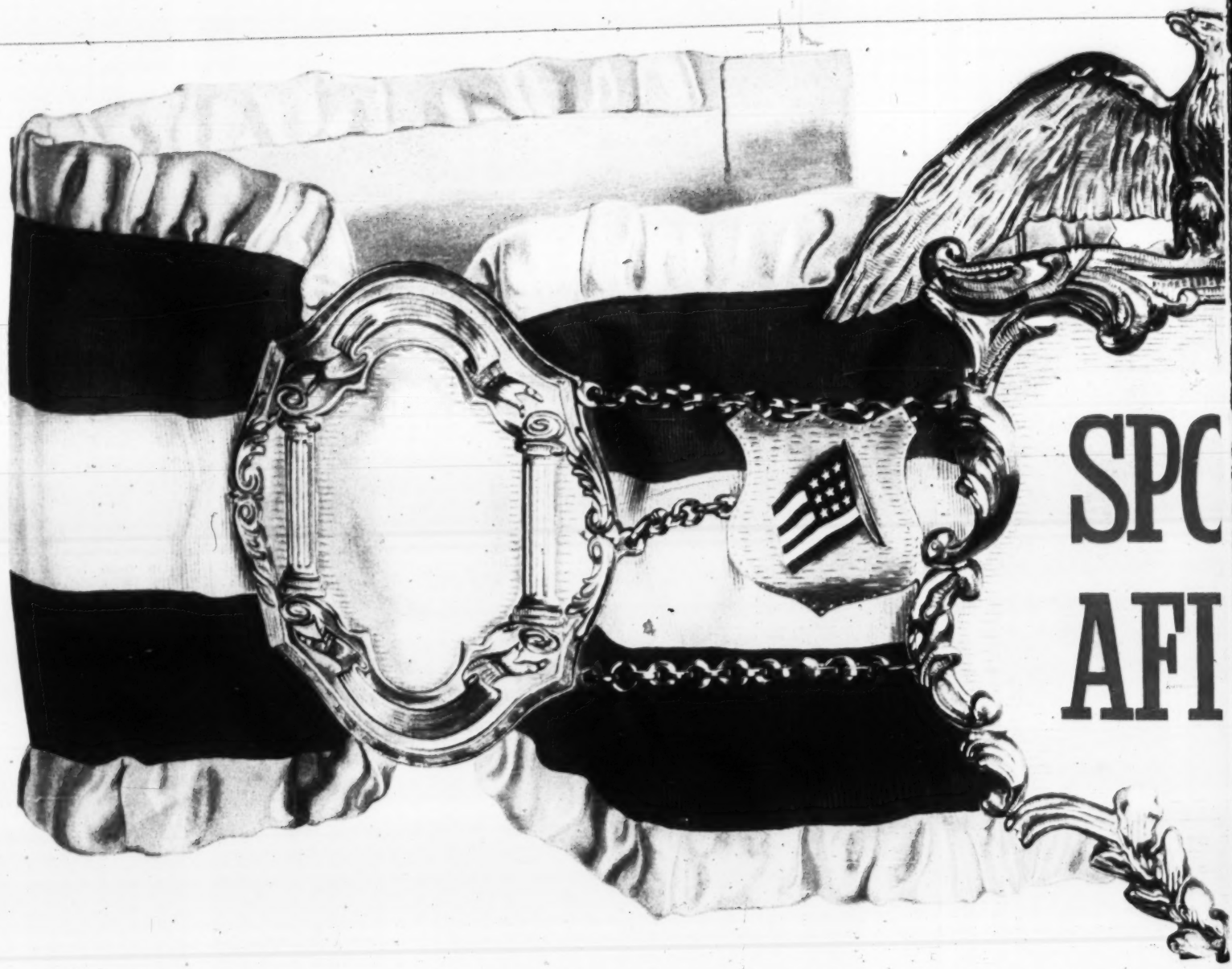
Einson-Freeman Co., INC.

Merchandising minded and sales sophisticated lithographers

Starr & Borden Avenues, Long Island City, New York

AGAIN

WINNER and



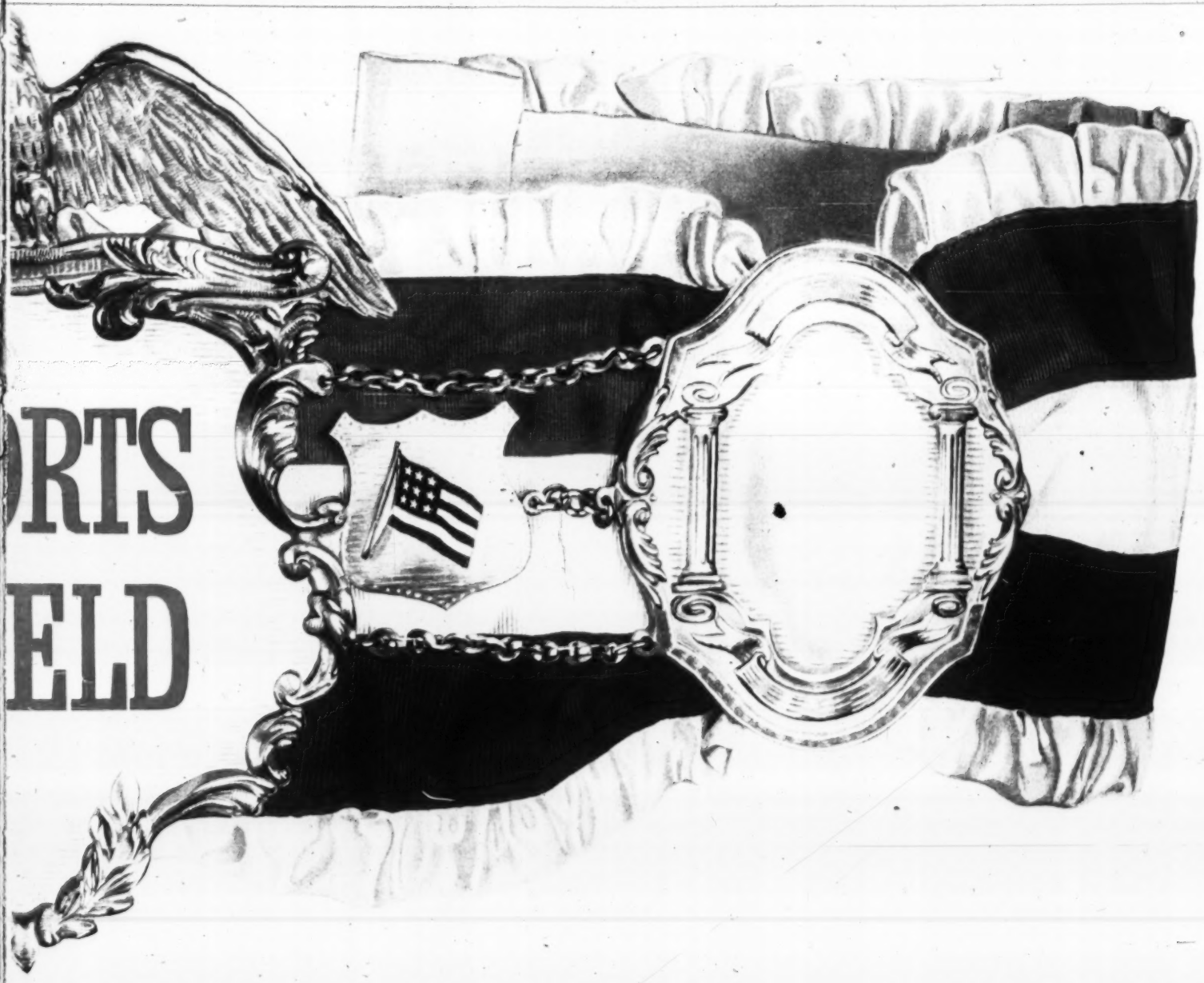
SPC

AFI

IN A FIELD OF THREE STRONG MAGAZINES . . . the fellow who wins the big belt is a true champion. "It was a good fight, Mom . . . and look who won again: SPORTS AFIELD!" • The ABC Publishers' Statements for the last six months of 1958 show knock-out evidence that SPORTS AFIELD delivered the biggest circulation in the sportsmen's field . . . and also delivered the lowest rate per page per thousand. • This is the second consecutive six-month period that SPORTS AFIELD has been the only sportsmen's magazine to average over 1,000,000 circulation. • As you make your advertising plans . . . plan to deal with the leader of them all . . . SPORTS AFIELD, winner and still champion!

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVE. • NEW YORK 19, N. Y.

still champion...



RTS
ELD

SPORTS AFIELD 1,049,383

Field & Stream 982,859

Outdoor Life 942,791

Anti-Ad Moves on Eight Fronts Cited by MPA

(Continued from Page 3)

disallowance of advertising expenditures of Southwestern Gas & Electric Co. (whose suit to recover $20,000 in taxes resulting from the disallowance is now in the U. S. court of claims) and the disallowance of the Electric Companies Advertising Program.

The Internal Revenue Service has disallowed Timken Roller Bearing Co.'s plant city advertising from 1951 to 1954, which was aimed at Timken employes and discussed such subjects as the dangers of communism, the importance of the bill of rights, Timken benefits for employes, etc.

The Supreme Court has ruled in another case on Feb. 24 that IRS regulations of 1939 "mean what they say—that not only lobbying expenses, but also sums spent for 'the promotion or defeat of legislation, the exploitation of propaganda, including advertising other than trade advertising' are non-deductible."

• **2.** The federal renegotiation board has disallowed $370,000 worth of Boeing Aircraft advertising as an expense in government contracts. This ruling is now being appealed. The advertising appeared in newspapers and magazines.

• **3.** The Commerce Department's regulations on outdoor advertising, which limit size, placement, and size of brand names on outdoor signs on the new highways proposed in the federal aid highway act. Says MPA, "In summary, the new bureau of roads regulation offers subsidies from federal tax moneys to states which subordinate national brand names, control and commodities to be advertised and change the entire pattern of the outdoor industry by requiring offbeat sizes where billboards are permitted."

• **4.** The patent office's order, which takes effect July 1, denying patent office recognition to any patent agent advertising his services. MPA comments: "The Commerce Department has no mandate to protect lawyers, who have voluntarily abstained from advertising, from the competition of perfectly competent and reputable agents, who have not voluntarily abstained from advertising, by forcing these agents to adhere to the lawyers' code of ethics . . ."

• **5.** The Post Office Department's campaign for a 5¢ rate on letter mail, which MPA feels cannot be achieved politically without similar increases in second and third class mail.

• **6.** The revival of the Rhodes amendment, which would require second class users to pay "total costs" as determined by the cost ascertainment system except for the first $100,000 of "so-called 'subsidy'." MPA figures the additional costs to individual publishers would range from $900,000 to $9,400,000.

• **7.** The Post Office also has, MPA says, "an attitude . . . that increases in third class rates may—hopefully—reduce the volume of mail order mail."

• **8.** Congress has before it a perennial bill on liquor advertising. This one—H. R. 2221, by Rep. Eugene Siler (R., Ky.)—would prohibit the transportation in interstate commerce of advertisements of alcoholic beverages.

'NO WISH TO MAR COUNTRYSIDE': GOA

CHICAGO, April 1—Burr L. Robbins, president of General Outdoor Advertising Co., commented on government regulation of the outdoor industry in the company's annual report sent to stockholders.

"Standardized outdoor advertising has no wish to mar the beauty of the countryside," he said. "Since its formation your company has been a leader in advocating and practicing non-discriminatory planning and zoning of outdoor advertising. Our operations are confined overwhelmingly to business, commercial and industrial areas in urban communities, because outdoor advertising belongs where business belongs."

■ In the report, GOA reported 1958 sales at an alltime high of $39,830,000, as compared with $38,483,000 for 1957. The increase was due largely to the fact that the 1958 volume included a full year's sales of Claude Neon General Advertising Co. Ltd. of Canada, acquired by GOA in 1958.

Net earnings for 1958 were $2,526,000, a decline from the $2,832,000 reported for 1957.

Five Consecutive Days on Net TV to Push Kodaks

(Continued from Page 3)

and a 90-minute Disney Spectacular on ABC on Monday, June 15.

■ "Kodak has always been interested in visual advertising, because we have a visual product," Charles M. Kenyon, account representative on the Eastman Kodak account at J. Walter Thompson Co., told ADVERTISING AGE.

"June is normally a heavy advertising month for Kodak," Mr. Kenyon explained, "and we decided to increase our tv push this year by sponsoring two special programs and building them around our regularly sponsored shows for an unusual and effective promotion."

Kodak's commercials in the five days of telecasting will introduce "new movie and still cameras and new films, with emphasis on picture taking motivation," Mr. Kenyon said. The copy theme will be tied in with the company's magazine and newspaper schedule, which is normally heavy, but will be stepped up during this concerted drive.

The Disney spectacular will be produced and emceed by Walt Disney and will originate in Disneyland Park, at the unveiling of new attractions there, reportedly worth

*Are these companies on your sales prospect list?**

858 business firms of this Nation's Business

TEST YOUR SENSE OF CLOSURE

New research shows many people and companies give faulty answer to question: When is job done?

A NEW WAY OF LOOKING at job performance promises to be a major advance in measuring and increasing a man's true effectiveness in business.

Separate teams of management experts and industrial psychologists, looking for methods of getting higher quality work from a given group, have turned up a by-product that is potentially their most important result:

► *The fact that individuals differ enormously in their judgment of when a piece of work is actually finished.*

This is significant because it is now believed that [illegible] people in the business world are compulsive individuals hang on too long, fretting over petty details that aren't worth the bother.

The vast majority let go of each task far short of the completion point.

Though they may, on paper, seem to have done their duty, a series of consistently disappointing results usually flows from their work.

This premature sense of closure is apparently responsible for many problems that become almost traditional in business, such as buck-passing, procrastination, and overemphasis on group decisions.

For years, managers have wondered how a man could be guilty of such faults and apparently not know it. One plant superintendent said: "I've got two [illegible] my place who consistently cry loudest [illegible] and it's

* TYPICAL BUSINESS FIRMS PURCHASING ADDITIONAL COPIES OF "TEST YOUR SENSE OF CLOSURE": General Electric Company (50 copies) • Cutler-Hammer, Inc. (100 copies) • American President Lines (50 copies) • First Colony Life Insurance Co. (25 copies) • Southwestern Bell Telephone Company (100 copies) • Sylvania Electric Products, Inc. (100 copies) • Lockheed Aircraft Corporation (100 copies) • National Gypsum Company (100 copies) • Eastman Chemical Products, Inc. (100 copies) • Western Union Telegraph Company (100 copies) • Yale & Towne Manufacturing Company (100 copies) • American Can Company (25 copies) • Douglas Aircraft Company (100 copies) • Monsanto Chemical Company (40 copies) • Otis Elevator Company (325 copies) • E. I. du Pont de Nemours & Co., Inc. (20 copies) • Western Electric Company (100 copies) • Hotel Corporation of America (100 copies) • Whirlpool Corporation (100 copies) • Bemis Brothers Bag Company (100 copies) • Lockwood Construction Company (10 copies) • Chance Vought Aircraft (350 copies) • Eastern Airlines (725 copies) • General Motors Corporation (200 copies) • United States Rubber Company (100 copies) • Trans Sonics, Inc. (50 copies)

ANSWER AMERICA

ANSWERS YOUR TELEPHONE 24 HOURS EVERY DAY

Offices everywhere — Act as branch offices — Receive Mail — Accept phone orders — For information look for ANSWER AMERICA in the WHITE SECTION of your telephone directory or call information or write

ANSWER AMERICA, INC.

55 East Washington Street, Chicago 2, Ill.

$6,000,000. Kodak has sponsored a photographic exhibit at the park since it opened in July, 1955.

■ The golf championship telecast, which will emanate from the Winged Foot Golf Club, Mamaroneck, N.Y., will actually be sponsored by the textile division of Eastman Chemical Products, the marketing unit for Eastman Kodak's man-made fibers. The pleasure of summertime picture-taking, however, also will be promoted on the show. #

Grey Advances Achenbaum

Alvin A. Achenbaum, who joined Grey Advertising Agency, New York, two years ago, has been promoted from assistant director to director of research. The post has been vacant.

Bristol-Myers Sets New Record

Bristol-Myers Co., New York, has reported new highs in sales and earnings for 1958. Sales increased 6.6% to $113,870,317, while the net rose 13% to $13,685,137. It was the fifth straight year of increases for the company. The primary reason for the 1958 rise was the inclusion for the first time of sales and earnings of Grove Laboratories, which was acquired in January, 1958.

B&B Boosts McDermott

Benton & Bowles, New York, has appointed Thomas McDermott, vp for radio and tv programming, senior vp of the agency. William V. Blackburn, formerly with Campbell-Mithun, has joined B&B as an account executive.

Pennington Press Aims to Market Books Like Other 'Impulse Items'; Sets Campaign

(Continued from Page 3)

Review.

In addition, Pennington heralded its establishment and new books with ads in business publications in the book and publishing fields, including a 10-page color insert in the *Library Journal* and b&w spreads in the *Bookseller* and *Publishers' Weekly*. A spread also is scheduled for the April-May issue of *Book News*.

Robert B. Pennington Jr., president and publisher, said he aims to develop "brand name books and to promote them with all the proven techniques of brand name merchandising in other fields." He said he believes books can be sold in the same manner as toiletries, groceries and other fast-moving consumer items.

■ "About 60% of all consumer goods are sold on impulse, and with books it may be as high as 90%," Mr. Pennington said. Therefore, he said, "we want to apply the same creativity to selling books as authors put into writing them." The company will follow this approach to the store level with point of purchase displays to help close the sale, he said.

The 11 juvenile books—three in the "Maggie Muggins" series, four in the "Dale of the Mounted" series, and four in the "Show Me the World" series—retail for $2.95 each. The novel retails for $5. Distribution is almost completed in book stores; is just getting under way in the supermarkets and other non-book store outlets.

Initial ad budget for the first 12 books is expected to be about $20,000.

William Henricks Associates, Chicago, is Pennington's agency. #

Wainwright Joins Kastor

Thomas S. Wainwright, formerly vp and creative director of Wentzel, Wainwright, Poister & Poor, Chicago, has joined Kastor, Hilton, Chesley, Clifford & Atherton, New York, as a vp in the creative department. Kastor, Hilton has moved to larger quarters at 575 Lexington Ave.

Guenther-Bradford Moves

Guenther-Bradford & Co., 74-year-old Chicago agency, has moved from its own building, which it has occupied for the past 31 years, to 230 N. Michigan Ave.

purchased 26,924 reprints article!

How often can your salesmen get in to see the *real* buying influences in these firms? You can help them get in . . . and make repeated "between-call" contacts for them . . . with your advertising in Nation's Business, top management's idea magazine.

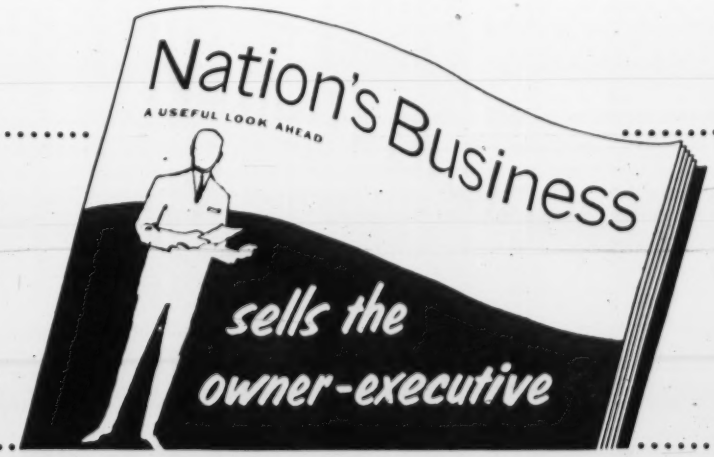
The 750,000 owner-executives who read Nation's Business include officials of the major corporations, plus the hundreds of thousands of medium-sized, fast-growing firms which, though important buyers, may be too numerous for your salesmen to cover effectively. Management-directed advertising in Nation's Business helps sell this widespread market . . . creates buyers, turns up new prospects . . . encourages reorders . . . develops full potential of each territory.

Because these owner-executives look to Nation's Business for ideas and because they act on what they read, they are a responsive audience for your advertising. A leading office furniture manufacturer recently announced its new line in Nation's Business and two other management magazines. Results: Nation's Business produced 179 sales leads . . . more than the other two combined!

Your advertising can get profitable sales action from this responsive all-business audience . . . and at remarkably efficient cost . . . in Nation's Business.

ADVERTISING PAGES UP 16.5% January-April 1959 vs. 1958

Among the new advertisers selling the profitable owner-executive market are E. I. du Pont de Nemours & Co., Inc. (Textile Fibers Division) • National Truck Leasing System • Stromberg Carlson Company (Commercial Sound Division) • International Business Machines (Data Processing Division) • Benjamin Electric Company • Photostat Corporation • Esterbrook Pen Company • Bankers Life & Casualty Company • Dictaphone Corporation • Lennox Industries • Chicago, Burlington & Quincy Railroad • Art Metal Construction Company



More than 750,000 circulation. ABC . . . 10% executives of business-members of the National Chamber of Commerce and 90% other business and industrial leaders.

ACTION IN BUSINESS
results when you advertise
to business and industry in
NATION'S BUSINESS

BUYING DETROIT AND SOUTHEAST MICHIGAN?

NOW! WXYZ-TV

YOUR BEST BUY IN MICHIGAN IS NOW A BETTER BUY THAN EVER!

NEW TOWER!
tallest TV tower in southeast Michigan

NEW POWER!
blanketing an even larger area with a powerful signal

NEW AUDIENCE!
wxyz-tv adds new viewers running into the hundreds of thousands

NEW COVERAGE!
wxyz adds scores of suburbs, towns and cities

Now transmitting from the heart of America's fifth market . . . center of Southeast Michigan's population shift!

This huge 1,073 ft. tower permits WXYZ-TV to blanket a larger area than ever with a powerful signal . . . adding hundreds of thousands of viewers to its coverage area! now WXYZ-TV serves more people, better!

BROADCAST HOUSE—10 Mile and Northwestern, 14 miles northwest of central Detroit

WXYZ-TV CHANNEL 7 DETROIT ABC
Represented Nationally by BLAIR-TV

FACT: No other medium delivers the Columbus, Ohio market like the **COLUMBUS DISPATCH**

FIGURES: *181,410 daily, 241,923 Sunday*

Recognized national surveys repeatedly rank Columbus as the Midwest's leading test market. Statistics place it almost at the top of the nation's financial pile when it comes to consumer spendable income. To tap this potential, there is only one answer . . . The Columbus DISPATCH.

Attractive optional combination rate with the morning Ohio State Journal available.

Representatives:
O'Mara & Ormsbee, Inc.

Columbus has the buying power... The Dispatch has the selling power

The Columbus Dispatch

Dr. Edward Lloyd, Former Exec VP of Nielsen, Dies

NEW YORK, April 1—Dr. Edward Lester Lloyd, 55, who resigned at the end of last year as exec vp and a director of A. C. Nielsen Co., Chicago, died March 30 at his home in Oxford, England. Since leaving Nielsen, Dr. Lloyd had established an office in London as a business consultant.

He was a director of Beecham's Group Ltd., a British food company, and of Hoover Ltd., British affiliate of Hoover Co., U. S. vacuum cleaner manufacturer.

■ Born in Patton, Pa., Dr. Lloyd was graduated from the University of Pittsburgh in 1927, and eight years later took his Ph.D. at the State University of Iowa. He was an assistant dean at the University of Pittsburgh for a time, and later joined the Oldsmobile division of General Motors Corp.

In 1930, Dr. Lloyd joined the staff of Oklahoma Agricultural & Mechanical College as an associate professor of marketing. He also taught at Iowa State University. In 1935 he was appointed chief of the market data section of the U. S. bureau of foreign and domestic commerce.

Dr. Lloyd joined A. C. Nielsen in 1939, and subsequently became exec vp and managing director of the company's overseas operations and director of its affiliates.

He was a director of the International Chamber of Commerce, and the London branch of the U.S. Chamber of Commerce.

MILBURN DeBAUN

HOUSTON, March 31—Milburn G. DeBaun, vp of Houston Poster Advertising Co., died March 22 in a hospital here. A native of Haverstraw, N. Y., Mr. DeBaun had lived in Houston for the past 40 years. He was a member of the Houston Advertising Club.

JOHN M. RICHARDSON

ROCKLAND, ME., March 31—John Mitchell Richardson, 67, editor and publisher of the 113-year-old *Rockland Courier-Gazette*, died suddenly March 20 after leaving a luncheon meeting of the Rockland Rotary Club. He had been treated for a heart ailment the past few months.

A great-grandson of one of the *Courier-Gazette* founders, Mr. Richardson joined the newspaper's staff in 1922. During the 25 years before he purchased controlling interest in the newspaper in 1948, he served as advertising manager and later as general manager.

A few weeks ago, he had announced plans to retire in three years and turn his duties over to Sidney Cullen, city editor.

WILLIAM C. MEISTER

TOLEDO, March 31—William C. Meister, 76, a retired advertising executive, died March 22 in St. Vincent's Hospital.

Mr. Meister was a former vp of Dueber & Meister Advertising Co., Eureka, Cal., and had operated an automobile agency in Petaluma, Cal., before returning to Toledo.

Mr. Meister, a native of Toledo, started his business career as a clerk at the old Western Gas Fixture Co. He left here for the West Coast in 1919.

ROBERT N. MANN

NEW YORK, March 31—Robert N. Mann, 57, an advertising sales representative of *House Beautiful*, died March 27 after a short illness at his home here. He had undergone an operation six months ago.

Born in Detroit, he attended the University of Oregon; later he came East and did graduate work at Columbia University. From 1933 to 1937 he was an advertising salesman on *House Beautiful*. He resigned in 1937 to join *Time* in a similar capacity. In 1947 he joined Hanly, Hicks & Montgomery as a vp and account executive. When that agency was liquidated in '55 he rejoined *House Beautiful*.

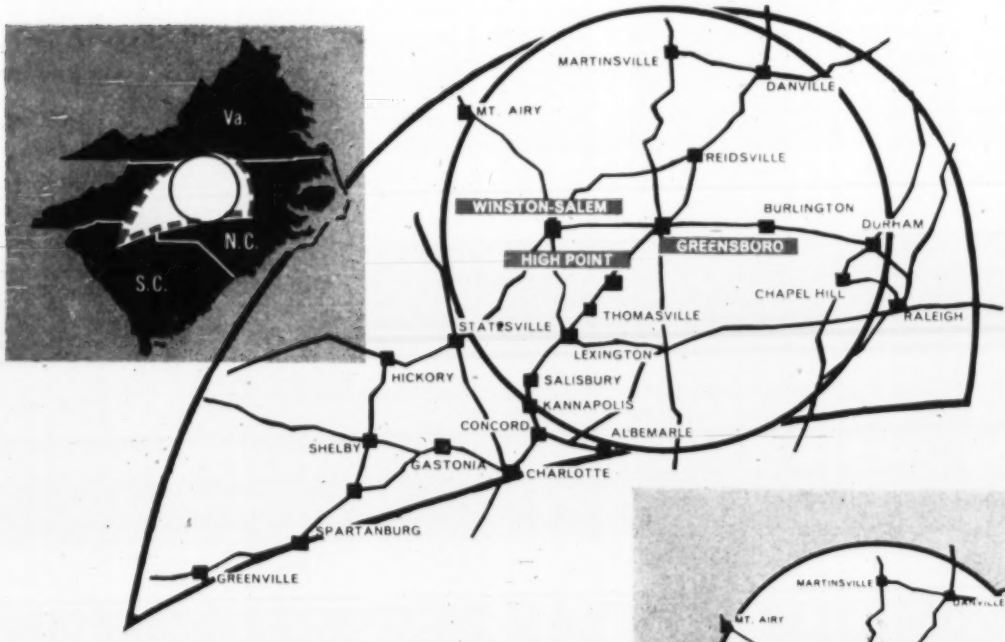
Americans Spent $8 Billion on Tobacco, Candy: Kolodny

Joseph Kolodny, managing director of the National Assn. of Tobacco Distributors, has estimated that Americans spent nearly $6 billion on tobacco and $2 billion on candy and chewing gum last year. Various state and local governments and the federal government received $2.5 billion in excise taxes from tobacco sales, he said.

Meyers Agency Moves

Meyers Advertising Agency, formed in Akron, O., in August, 1958, by Phil Meyers, has moved to new quarters in the Metropolitan Bldg., Akron.

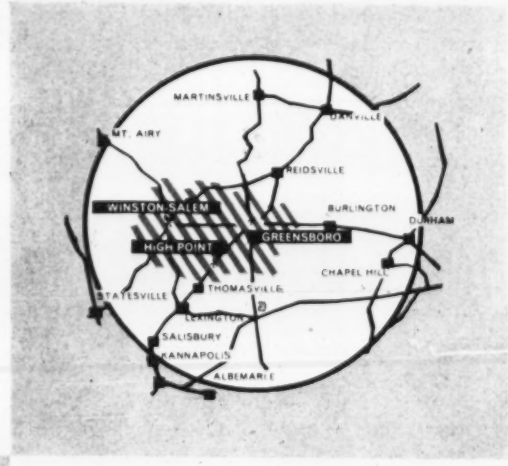
THIS IS THE PIEDMONT·INDUSTRIAL CRESCENT
and it's dominated by **wfmy-tv**

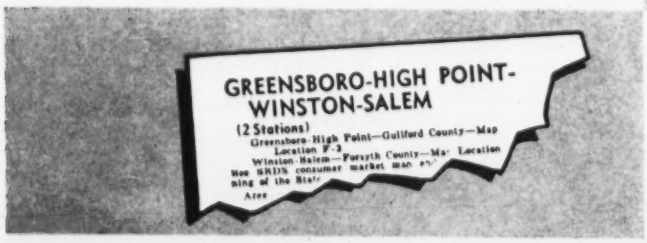


The Piedmont Industrial Crescent is a unique concentration of buying power stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban area created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV . . . the most powerful selling influence, by far.





This Is North Carolina's
INTERURBIA

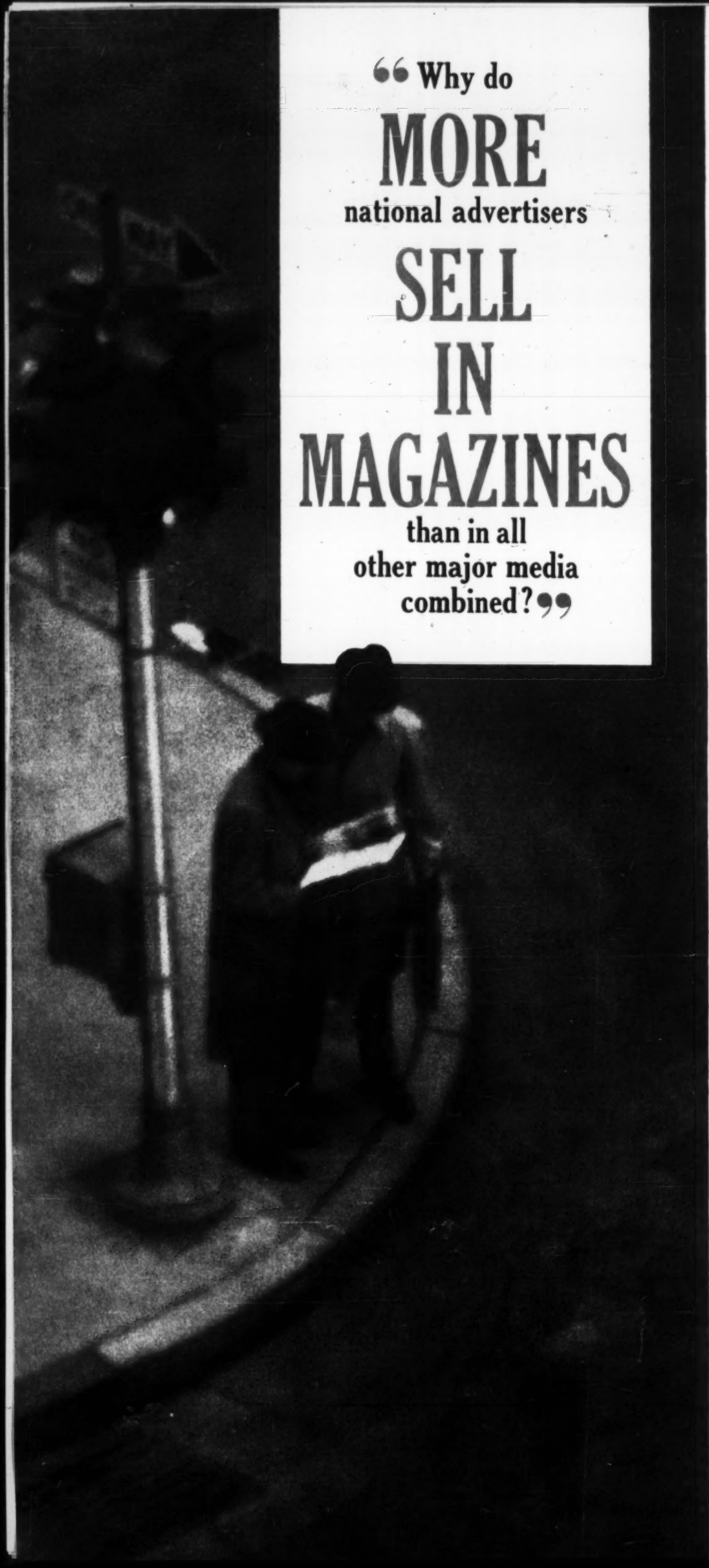
. . . The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.

CBS

wfmy-tv
GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc.,
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

New York is a new hat for Spring. New York is a new house in the suburbs. New York is 5 million families growing, wanting, needing, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.



"Why do

MORE

national advertisers

SELL IN MAGAZINES

than in all other major media combined?"

Magazines buil

"... product improvements— consistent magazine advertising— keep lead position..."

"The history of the Dr. West's brand has been one of consistently being first to introduce improvements and new ideas in the toothbrush field. These improvements have been introduced and consistently advertised by means of magazines.

"Colorful portfolios showing the complete advertising schedule with all the ads have long been a part of every Dr. West's salesman's selling tools. Much of Dr. West's success in securing display space in stores is the result of the trade's awareness of Dr. West's leadership in advertising. These display units combined with the consistent large space and full color advertising in magazines have kept Dr. West's Toothbrushes first in consumer preference.

"The firm establishment of the Dr. West's brand name is probably one of the outstanding examples of the power of magazine advertising to speed and intrench the acceptance of product improvements."

WECO PRODUCTS COMPANY

"... introduced in magazines last fall—top selling pattern today..."

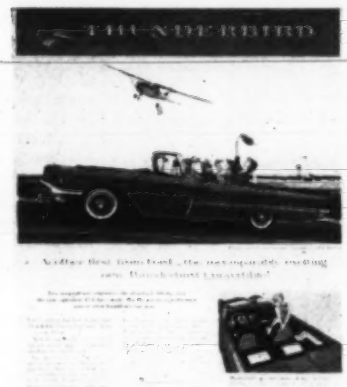
"We believe in magazine advertising, we use it and we have used it since our very first ad appeared in 1902. Objectives of every Community campaign since that year have remained the same — to reach women, as they are responsible for selection of pattern and brand . . . and to show these women the best possible illustrations of our patterns so that they can study them, compare them, return to them as often as they please. Only magazines can do this job.

"This past fall we used magazines to introduce our new Silver Flower pattern. Sales were strong and healthy . . . the majority of our dealers advise that Silver Flower is the top-selling silver-plated pattern today."

ONEIDA, LTD.

d sales today- growth tomorrow- *because...*

"... magazines play the major role in Thunderbird advertising ..."



"Objective of this series of Thunderbird advertisements was to present the first four-passenger Thunderbird in history and to define the character of this unique car.

"Following the announcement period ten national magazines were selected to carry the major part of Thunderbird advertising. These magazines were selected because their circulation offered the greatest number of potential Thunderbird buyers at the lowest cost. And the impact of magazine color reproduction enhanced the beauty and drama of the car.

"The success of the 1958 Thunderbird exceeded even Ford's fondest expectations . . . production was never able to catch up with demand.

"National magazines carried the bulk of Thunderbird advertising in 1958 – they continue to play the major role in Thunderbird's 1959 advertising schedule."

FORD MOTOR COMPANY

"... biggest-selling line in field– magazines backbone of Del Monte sales story..."

"Today, Del Monte is the biggest-selling line in its field – due in large part to over forty years of continuous national magazine advertising.

"Magazines have always been the backbone of the Del Monte sales story. They provide uniform coverage of all parts of the country. By projecting the flavor and quality image they have helped develop a brand loyalty which is one of our greatest assets. The year-around influence of Del Monte magazine ads is one of our most powerful selling points to the grocery trade – Del Monte pioneered the special store-wide sales events backed by national magazine support.

"That is why a list of magazines with combined circulation of over 70,000,000 currently carries fourteen separate Del Monte campaigns."

CALIFORNIA PACKING CORPORATION

People believe what magazines say

Who, what, when, where – other media can tell. But Americans turn to magazines to find out why. Today, every literate American owes to magazines some of his knowledge, judgments, opinions and convictions – for people read and believe what magazines say.
That's reflected in the way people feel about magazine advertising. "The public's attitude is that a magazine advertisement is a sworn statement of fact," says a leading advertising man. Another puts it this way: "Because of the tremendous volume of advertising and the welter of claims and counterclaims, today there's a great premium on magazines' believability."

Magazines put you in direct touch with the reader's mind

The deliberate concentration of the reader is a major reason why magazine advertising works. It results in deeper, more lasting impressions. Magazines call upon the reader at his convenience; they stay as long as he wishes, available for repeated reference. Magazines can also place useful material in people's hands – cookbooks, money-saving coupons, product samples. Magazines work for sales in more ways than any other medium.

Magazines can get you anyone or everyone

Want families particularly interested in homes? Want dual audience? Want teen-agers, or housewives or fashion-followers, or men? Or do you want everyone that's worth getting in the whole U. S. buying market? (Survey after survey proves that magazine readers earn more, spend more.) There is a magazine or group of magazines to sell your kind of product to your kind of audience, since each magazine draws to its pages a group of readers of common interests, tastes, desires.

The magazine is a trusted buying guide

Consumer confidence in magazines is a big reason why most marketers use magazines as the basis for their merchandising. And realistic product reproduction – with eye-catching, lifelike colors available – gets immediate recognition at point-of-sale ... adds to magazine merchandising values. Retailers know that their best customers prefer to "shop" the ads in magazines – and to shop in the stores that display products they saw in magazines. Clearly, magazines are the most merchandisable medium.

Magazine Advertising Bureau of MPA
271 Madison Avenue, New York 16, N. Y.

which metropolitan area in California ranks third in gas station sales?

People drive a lot in America's largest county, San Bernardino. And San Bernardino and Riverside counties comprise California's 4th, the Pacific Coast's 6th, and the Nation's 27th largest metropolitan area. San Bernardino county accounts for $166,038,000 in automotive and gas station sales, 61% of the metropolitan area's total. $97,430,000 is in automotive sales and $68,608,000 is gas station sales. This metropolitan area ranks third in California in gas station sales!

Ask your Cresmer and Woodward representative for our new and valuable market study, "How Deep Is Your Penetration In Southern California, Particularly In Its Third Largest Market?" or write, wire or telephone

SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO, CALIFORNIA

R.O.P. Color Linage in 66 Canada Papers 1958 vs. 1957

Source: Canadian Daily Newspaper Publishers Assn.

	NATIONAL		LOCAL		TOTAL	
	No. of ads	Linage	No. of ads	Linage	No. of ads	Linage
1957	8,288	10,505,993	3,192	5,646,736	11,480	16,152,729
1958	9,634	11,596,518	4,016	7,864,727	13,650	19,461,245
Increase	1,346	1,090,525	824	2,217,991	2,170	3,308,516
% Increase	16.2%	10.3%	25.8%	39.2%	18.9%	20.4%

Ellington Adds Malta

The Government Tourist Board of the Island of Malta has appointed Ellington & Co., New York, to handle its advertising in the U. S. and Canada. This is Malta's first agency appointment in the U. S. Ellington also has promoted James J. Mullen from an account executive to vp and creative supervisor.

Darcy, Bush Resign as Execs of Rumrill Agency

ROCHESTER, N. Y., April 1—George R. Darcy and Robert H. Bush have resigned from Rumrill Co., effective July 1. Mr. Darcy is senior vp for administration and assistant to the president; Mr. Bush is vp for public relations.

ADVERTISING AGE was told the resignations stemmed from "long term differences of opinion" with Charles L. Rumrill, the agency president, who recently left for Europe on a Department of Commerce mission.

The resignations, both men said, were not contingent upon each other. They followed, however, a year in which George Prince, former exec vp, resigned to set up a research business, and G. Grantly Wallington, Rumrill copy chief and 20-year veteran of the agency, resigned because of "differences of opinion."

Both Mr. Darcy and Mr. Bush said they had no specific plans, and that they left "as good friends of the company." Mr. Darcy has been asked to remain on the agency's board of directors.

• Mr. Darcy joined Rumrill in 1954, having previously been an editor in the McGraw-Hill book publishing operation and head of the F. W. Dodge book division. He was general manager of Rumrill's Buffalo division, the former Baldwin, Bowers & Strachan agency.

• Mr. Bush joined the agency in 1956, after working in public relations with General Electric, Cecil & Presbrey and American Textbook Publishers Institute. Rumrill's public relations department is called by the agency "the largest public relations consulting organization between New York and Chicago."

■ Rumrill billed $10,324,094 in 1958, $3,995,330 in capitalized fees. In 1957 it billed $9,269,395. In 1956, its billings were $5,500,000. It expanded rapidly in upstate New York through its mergers with the former Moser & Cotins agency, in Utica, and Baldwin, Bowers & Strachan. =

Granco Adds Eckhouse

Granco Products, Long Island City, which has named Robert D. Eckhouse & Associates, New York, its advertising and public relations consultant (AA, March 23), will continue to place its advertising through Robert Whitehill Inc., New York, the company's agency. The ADVERTISING AGE report failed to note that Whitehill's assignment remained unchanged.

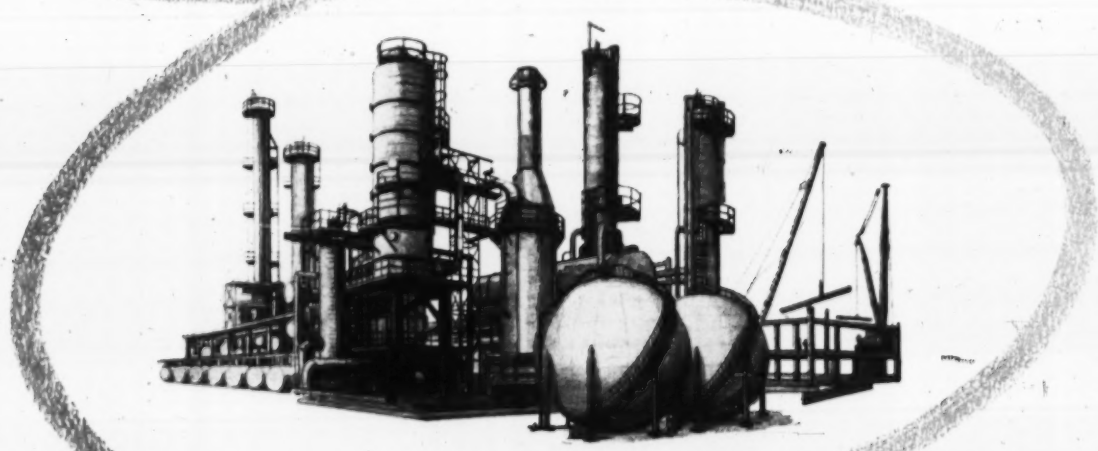
Pitluk Is in San Antonio

Because of a typographical error, a cut caption in ADVERTISING AGE's March 30 issue places Pitluk Advertising Co. in San Francisco. The agency, which is celebrating its 40th anniversary, is located in San Antonio.

Schlaifer Opens in L.A.

Charles Schlaifer & Co., New York, will open a West Coast division in Los Angeles with James Raker, formerly head of advertising of Walt Disney Studios, in charge.

WHERE ENGINEERS CREATE



...MARKETS GROW!

New needs...new ideas...new data...these are the raw materials from which engineers create new products, build new structures, and, in the process, develop and expand markets.

This is why engineers constantly exchange technical ideas and seek the latest information available.

Engineers know that many vital facts and concepts are found *only* in their Engineering Society Publications. Because these publications are devoted wholly to the professional engineering interests of their readers, they are basic means of communication among engineers.

Your advertising message in Engineering Society Publications influences engineers from the time their creative ideas are in the formative stage, and throughout the design, development, production and administrative stages where product selections and specifications are determined.

From the very beginning... engineers are educated to specify and buy!

EJAC
ENGINEERS JOINT ADVERTISING COUNCIL

For latest media and market information, consult your agency or any of the following magazines.

CHEMICAL ENGINEERING PROGRESS American Institute of Chemical Engineers	CIVIL ENGINEERING American Society of Civil Engineers	ELECTRICAL ENGINEERING American Institute of Electrical Engineers	JOURNAL OF METALS American Institute of Mining, Metallurgical, and Petroleum Engineers	MINING ENGINEERING American Institute of Mining, Metallurgical, and Petroleum Engineers	MECHANICAL ENGINEERING American Society of Mechanical Engineers	MECHANICAL CATALOG American Society of Mechanical Engineers
21,000 ABC	43,000 ABC	45,000 ABC	9,000	13,000 ABC	43,000 ABC	16,000

THE

BIG

MINUTE

We believe the most wildly successful show on earth means little, if each minute devoted to the sales message does not hold and *move* your audience. . . . With us, show business is *business* — business that shows a profit for our clients. **N. W. AYER & SON, INC.**

The commercial is the payoff

IAA Revamp Aims to Build Non-U.S. Portion

(Continued from Page 3)

York County. The IAA board now proposes to amend this provision to read: "The territory in which its operations are principally to be conducted is all over the world, either directly or through local chapters."

Under IAA's present by-laws, there is no provision for local chapter organizations. The new by-laws would empower the association to charter local chapters in any area where 25 or more members petition for such a chapter.

Once chartered, a chapter would be entitled to 25% of the annual dues of every member who belongs to the chapter.

The IAA currently has a 17-man board of directors—all of them residents of the New York City area. The new by-laws would set up a 27-man board, 11 of whom would be regional vps for the following territories: Northern Europe; central and southern Europe; Great Britain and Ireland; Middle East and Africa; Far East; southern South America; northern South America; Caribbean countries, central America and Mexico; central and western U. S.; Middle Atlantic states; northern Atlantic seaboard and Canada.

■ The reorganization would enable IAA to carry on a good part of its activities via local chapters. The first chapter to be formed, obviously, would be in New York, where there is the greatest concentration of members.

Up to now, activities in New York have been conducted under the auspices of IAA itself. Under the new organization, the IAA headquarters, managed by James Gilbert, exec vp, will be able to service the various local chapters and those members not belonging to any chapter.

The proposed revisions go a long way toward meeting objections voiced by certain European members that they have not been adequately represented (AA, Dec. 8). These objections have stemmed mainly from Dr. Rudolf Farner, Swiss agency head and IAA's current regional vp for European affairs. The IAA has some 300 members in Europe.

Commenting on the new by-laws, Vincent Tutching, president of IAA, told members: "It will be immediately apparent to you that the objective is to give IAA a thoroughly international base."

■ Mr. Tutching has asked members to submit their ballots on the recommendations by April 29, the date of the association's annual meeting. The IAA will hold its annual convention here April 29 and 30. A regional European conference, where these proposed changes will come up for ventilation, is scheduled for Vienna May 13-15.

The committee which worked on the reorganization was headed by K. Presbrey Bliss, McGraw-Hill International. Mr. Tutching, who was a member of this committee, told IAA members:

"It is understandable that the changes proposed may not appear to meet every specific requirement all over the world. But what is proposed can form the foundation on which to build for the future—to strengthen our services to members in all areas, to increase the number of members and to generate association activities at the local level as well as internationally, in accordance with the stated purposes and objectives of the organization." #

Food Chain Hits 'Love 'em, Leave 'em' Co-op Ad Practice

(Continued from Page 3)

ual members will attempt to incorporate in future contracts are:

■ A cooperative advertising contract fairly written, available to all and enforced by the manufacturer.

■ Contracts should offer optional performance to the trade among radio, tv, newspapers, sales bulletins, special store displays, window signs, shelf talkers and circulars. Use of excessive space in newspaper ads should not be forced "since this tends to monopolize the regular ad space used and is detrimental to proper retail-consumer advertising."

■ An incentive bonus plan which will be available for increased sales over a previously determined quota.

■ Joseph Sennitt, of Waldbaums, who is president of FIA, said that the committee which drafted the contract criteria "realized that a model contract would be impossible to draw up and that a flexible contract permitting mutual agreement between manufacturer and buyer on type of performance would have to be the association's goal.

"We are certain the program we have outlined will enhance the pre-sell advertising promotions by the national brands and result in increased sales and profit to all concerned," he concluded. #

Koss Joins Robin, Lee

Sidney G. Koss, formerly principal in Bander-Koss & Associates, Los Angeles, has been named to the new post of merchandising and promotion director of Robin, Lee & Arnold, Beverly Hills, Cal.

Let it snow-Let it snow

LET IT SNOW!

Thousands of requests for media-prepared market data pieces will shortly blow in on us—**which means that thousands of important eyes will take in your media or service ad in this famous issue—**

coming up

APRIL 20

12th ANNUAL MARKET DATA ISSUE of Advertising Age

AD CLOSING—APRIL 8

3,600,000

Cleveland Dailies Raise Prices; Media Battle Erupts Over News Coverage

(Continued from Page 2)

they had a chance to read the afternoon newspaper.

Here is part of what WERE's first editorial had to say:

"Somebody is ringing up the old campaign—the competition between radio and newspaper news. Apparently one Cleveland newspaper, the *Cleveland News*, is being stirred and some salt being thrown into the wounds of the paper's editors because radio news is really getting up and at 'em with stories faster than the newspapers these days.

"When you get home from work tonight and after dinner pick up your newspaper to read the news (amidst a fur advertising section), nine out of ten of the stories you are reading are old to radio audiences. They have changed with this fast ever-changing world of ours. That's just one of the reasons the *Cleveland News* is apparently starting a news coverage campaign.

■ "But why rap our industry? Unless, perhaps, we're giving them competition—competition that they have long deserved. The papers started a campaign long ago and now one of them has intensified it, telling you and me the shortcomings of radio news. It must be hurting the newspapers, at least the *Cleveland News*, a tremendous amount to see their stories old at dinner time and radio news more up to the minute.

"Cleveland needs both the newspapers and radio and television for complete news coverage. The time has come for the news medium to hold respect for its news brothers with a combined goal of keeping the public informed."

■ The second WERE editorial lashed out against the *Cleveland News* even more sharply. It said:

"The *Cleveland News* has sacrificed a large chunk of its news space to carry out this latest attack on radio and television which has keyed itself to the times. This whole thing is a little ridiculous. May I make a suggestion? As you thumb through your ad-fat, increased-cost newspaper tonight, ask yourself this question—How much of what I read was already old when I picked up the papers? How much of the really important news did I hear on the radio before the newspaper ever reached my door or hand? How much of the newspaper did I actually read? Remember, news is free on WERE."

In another phase of the media battle, the *Cleveland Press* chose magazines as its target in a full page ad printed the same day newspaper prices went up.

The ad suggested to readers that they could get more news in the *Cleveland Press* and for less money—even under the new rates—than from the nation's four top news magazines, *Life, Newsweek, Time* and *U.S. News & World Report*.

■ Later the *Cleveland News* shifted its ammunition to this part of the fray with an editorial on news magazines on April 1. "The national news magazines can never bring you the news you are served with in this newspaper daily. By their character, they cannot report for you on the immediate vital news of greater Cleveland which you need. Nor do they report as much as the *News* reports in the general fields in which they place their news gathering—international, national, business and cultural fields."

There followed an inches comparison on the coverage of the *Cleveland News* and *Time, Newsweek* and *U. S. News & World Report* for several categories of news—international, national sports and national business news, among them.

"There is nothing wrong with these enterprising national news magazines, but they cannot compete in the Cleveland news field with a daily newspaper carrying a good news report. At least for the news which is essential to you. . . As you read this newspaper, see for yourself," the newspaper editorial concluded.

PRICE HIKE LAID TO PAPER, LABOR COSTS

CLEVELAND, April 1—Rising expenditures—principally higher newsprint and labor costs—was given as the reason for the latest increase of price for Cleveland's three daily newspapers.

"In recent years," the *Press* told its readers, "the advertisers' rates have been increased to help cover mounting costs, and a price increase to the readers was thus staved off until now."

Price increases—from 7¢ to 10¢ for newsstand copies and 42¢ to 50¢ weekly for home delivery—went into effect March 30. On the previous Thursday the *Press*, a Scripps-Howard afternoon daily, announced its hike. The afternoon *News* and the morning *Plain Dealer*, both owned by the Forest City Publishing Co., printed their notices on succeeding days.

The *Plain Dealer* did not increase its Sunday edition, which remains at 25¢ at newsstands or delivered. #

Milwaukee UHF Goes Off Air But May Return in May

WXIX, Milwaukee's only uhf tv station, went off the air March 31, but attempts are being made to keep the channel alive. Gene Posner, Milwaukee radio station operator, has set up a new company, WXIX Inc., and has purchased WXIX from Columbia Broadcasting System. Mr. Posner is seeking FCC permission to continue WXIX's operation and hopes to be in operation again by May 1 as an independent.

CBS programs previously carried on WXIX are now being shown over WITI-TV, Milwaukee Storer station.

Buchholz to Duffy, McClure

Paul W. Buchholz, formerly with Ted Witter, Canton, O., has joined the creative staff of Duffy, McClure & Wilder, Cleveland.

FAMILIES

Now Buy American Home

American Home devotes a greater percentage of its editorial to home service features than any other magazine. Some 12,000,000 men and women look to it for ideas and advice on building and remodeling, meal planning, decoration, furnishing, gardening. If you've got anything to sell that goes into the home, pick American Home. It's 100% sell.

American Home A Curtis Magazine

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list!
(or phone, it's quicker)

*

QUANTITY PHOTO CO.

119 W. Hubbard St., Chicago 10, Ill.
SUperior 7-8288

PHOTOGRAPHIC REVIEW

SPRING A DING BAT—*Stromberger, LaVene, McKenzie sends out this picture as a warning to other teams of the Southern California Agency Softball League that it is going out for spring practice in earnest. Inside the MG are Ted Stromberger (behind the wheel), Norv LaVene and Don McKenzie. Getting the car on the road are Bud Davis, Perry Lieber, Harvey Hickman, Stan Ross and Walter Berk. The saluting girls are Kaye Shannon, Myra Watkins and Verda Rolloff.*

Dannenbaum Goodwin Wingfield Littman

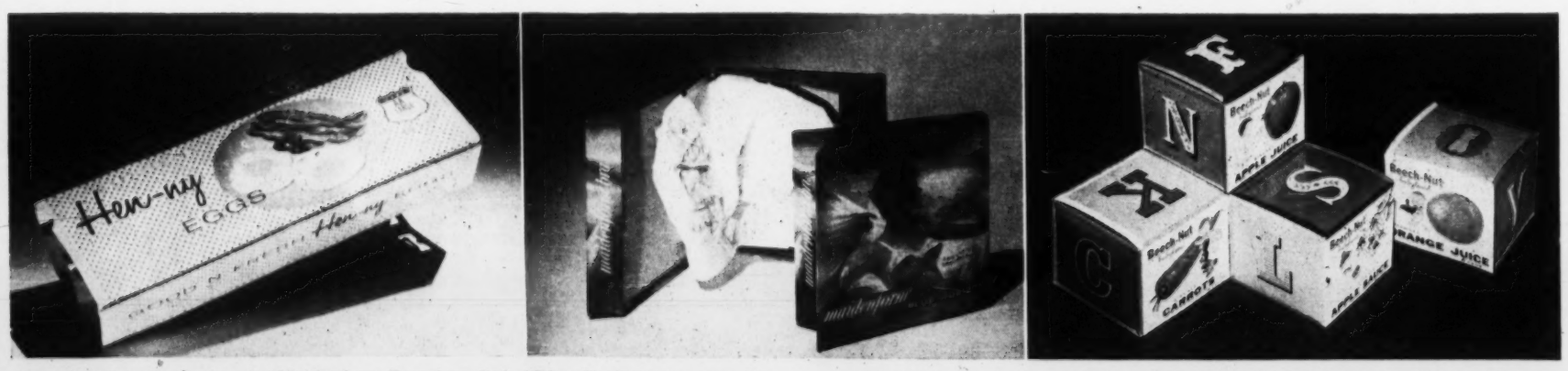
FUTURE—*Two Houston agencies—Goodwin-Dannenbaum and Abbott & Earl—have merged under the Goodwin-Dannenbaum name. Here they discuss their oldest account, O.J.'s beauty lotion. Principals are Henry J. Dannenbaum, president; John Paul Goodwin, board chairman; Anna Jane Wingfield, vp. and Earl Littman, exec vp.*

AWARD — *Monsanto President Charles Allen Thomas is presented the Man of the Month award by St. Louis Advertising Club President William McDade (left).*

LONG BALL—*Ed Dowling, marketing director for A. G. Spalding & Bros., Chicopee, Mass., holds "biggest golf ball ad in history"—scheduled for the April 28 issues of Sports Illustrated and Time. Earlier, Spalding mailed 4,000 Distance Dot balls to pros, but did not identify the new ball. This teaser campaign brought Spalding a problem: "It will take three months to fill orders." With Mr. Dowling is Howard Nannen, national sales manager for Spalding. Young & Rubicam is the agency.*

TONSORIAL—*Only the barber shop quartet is missing in this floor stand created for Vaseline hair tonic by Interstate Boochever Corp.*

DRAW, PODNER—*P. Lorillard & Co. has launched its first spectacular bulletin campaign in the West for Kent cigarets with a series of eight rotating units like this in the San Francisco-Oakland area.*



BEST IN BOXES—*Packaging for Maidenform Brassiere Co.'s "Blue Horizon" bra won top honors in the 1959 competition sponsored by the Folding Paper Box Assn. of America. The packaging won awards for superiority of construction, best example of new volume use and general merchandising superiority. Other winners included the Continental Produce Co., Gonzales, Tex., whose egg carton was honored for merchandising superiority in the food category, and Beech-Nut Life Savers, for baby food cartons. Beech-Nut won two awards in the food classification—best example of potential new use and a merit award for general merchandising superiority. One hundred award-winning packages will be taken on a 20-city tour this month, to be shown to advertising clubs and other groups.*

Newsweek has a higher percentage of Business, Industry and Government circulation than any other newsweekly.

Ask your agency.

The different newsweekly

for communicative people

Ads for 'Air-Conditioned Community' Sell Tampa Suburb Equipped by Norge, York

TAMPA, March 31—The story of how advertising literally turned the heads of Tampa's citizens was revealed here last week by the developers of a new community, Clair-Mel City.

Builder Mel Larsen acquired over 1,000 acres of pasture land about six miles east of Tampa last year and planned to erect a new community there. But he faced a marketing problem: Tampans were accustomed to thinking of expansion only to the west, north and south, since an industrial area rimmed the east, between the city and the proposed community.

■ Two former Erwin, Wasey & Co. admen played key roles in changing this attitude—H. S. (Ted) Vanderbie, now advertising director for Mr. Larsen, and George E. Filipetti, now creative director of Keyes, Madden & Jones, Chicago.

The two met in Florida last summer, and Mr. Vanderbie mentioned the new development. Mr. Filipetti convinced the builder that Norge appliances and York air conditioners (both divisions of Borg-Warner Corp. and both Keyes, Madden clients) should be used in the homes.

■ In turn, Keyes, Madden & Jones got the advertising account for Clair-Mel City, and a heavy local advertising campaign (about $100,000 spent in the first six months) was developed with emphasis on merchandising the appliances.

A slogan was developed—"Look east and save $1,000"—which pointed up the savings available in

KICK-OFF—*This ad in Tampa newspapers kicked off a $100,000 campaign to sell homes in Clair-Mel City, a development near Tampa, by pointing up the lower prices available in a previously undeveloped area. Keyes, Madden & Jones, Chicago, is the agency. Norge appliances and York air conditioners are featured in the homes.*

this formerly undeveloped area.

A newspaper teaser campaign preceded the grand opening of six model homes last September. Then a heavy barrage broke in newspapers, in outdoor, and on radio and television. The area was billed as "America's first air-conditioned community," and "only ten easy minutes from downtown Tampa."

A lot of hoop-la surrounded the grand opening—door prizes every hour, a grand prize of a trip to Jamaica, gifts for children, and the appearance of Miss Florida and Captain Mac, a local tv personality.

"We decided to break away from the usual real estate advertising," Mr. Vanderbie said, "and use the same techniques we use to advertise consumer products."

■ During the first open house weekend, more than 20,000 people came out to the new area, and police turned away thousands of cars to prevent traffic jams. Some 200 homes—not yet built—were sold.

Another open house was held later for those who couldn't make the first one. A third promotion featured Norge appliances as door prizes ("Look east and win the Norge appliance of your dreams," was the theme for this).

Mr. Larsen said last week he now has about 1,500 acres in the development and he plans to build 6,000 homes during the next five years. They range in price from about $7,600 to $14,000. There are 630 homes now completed or under construction.

■ While all advertising is now directed toward the Tampa area, which is growing in population (in large measure as a result of industrial expansion), Mr. Larsen said he plans eventually to advertise the homes nationally as retirement sites.

Three one-ton York units and a Norge range, oven and refrigerator are included in the price of the homes. Both divisions said inclusion of the products in the homes has served to stimulate sales in the Tampa area. Sale of the products to Mr. Larsen (including about $400,000 worth of Norge appliances) was done through regular distributors.

The builder has supplied a permanent sales and merchandising area near the model homes where the full line of Norge and York products were displayed. Local dealers staffed the display area and reported selling "substantial numbers" of appliances and equipment to the visitors.

■ Henry M. Haase, York president, said he believes the marketing approach of selling houses equipped with air conditioning will become as commonplace as selling them with ranges and refrigerators already installed."

"There will be more of this kind of planning by Norge and others," said Judson S. Sayre, president of Norge. "Integrated marketing plans by manufacturers of diverse but related products provide the keystone of our selling in the future. This kind of planning is an expression of the total marketing concept we hear so much about." #

P.O. Denies It Called Goya Painting 'Obscene'

A controversy over the mailability of ads for the motion picture, "The Naked Maja," (AA, March 23) has ended with United Artists Corp. admitting that the issue arose over a misunderstanding. In an action filed in the Washington district court, United Artists claimed a post office employe in New York advised it that ads reproducing the famous Goya nude painting, "The Naked Maja," would be barred under the obscenity laws. A reply by postal officials said no post office representative could have issued such an opinion because the issue would not arise until the matter in question was deposited for mailing.

Justice Department lawyers representing the Post Office suggested the issue was raised in order to get publicity for the picture.

U. of C. Offers Ad Course

Six weekly classes covering legal problems related to advertising will begin at the downtown center of the University of Chicago April 6. Russell M. Baird, partner in Crowell & Leibman law firm, will conduct the sessions. Subjects will include property rights for music, art, etc.; protection of ideas; libel, slander and right of privacy; contractual relationships; and laws regulating advertising activity.

THE 49-STAR FLAG
I'VE GOT IT! COLLECTOR'S ITEMS!
Harris
YES, WE'VE GOT THE 49-STAR FLAG! YOU CAN HAVE IT FOR AS LITTLE AS $.98 (7x5' SIZE) COME AND GET IT!

'49ERS—*A. Harris & Co., Dallas store, solves the problem of its "old" "new" 49-star flags by offering them as "collectors" items through this cartoon ad in the Dallas Morning News which humorously dramatizes the retailer's dilemma after Hawaii is admitted as a state.*

Predict Ad Results Via Research? It's Chimerical Notion, Says Schachte

(*Continued from Page 3*)

proach used in the seventh volume of ANA's "Advertising Management Guidebook Series."

Such a program, he said, would evaluate (1) the market and buying motives, (2) the messages which translate the motives into persuasive advertising, (3) the relative effectiveness of the media and (4) the impact of the messages on the audience.

■ David Ogilvy, president of Ogilvy, Benson & Mather, told advertising managements that they "are not doing nearly enough research to evaluate my ads."

He said this is true because advertisers make agencies pay for such research and that agencies cannot afford it. According to Mr. Ogilvy, agencies cannot afford such research "because their profits have shrunk to 0.6% of sales."

He chided advertisers for spending "millions on space and time" and refusing to spend "a penny on evaluating the message used in that space and time."

He advised manufacturers to "abandon your attempts to get your agencies to furnish, free, unprejudiced evaluations of their own performance. Instead, set aside a small percentage of your total advertising budget and turn it over to the best independent research organization you can find; let it evaluate the message."

■ Mr. Ogilvy also had "a bone to pick" with researchers for their failure to agree "on some standard techniques for evaluating the messages" created by agencies.

"The internecine rivalries of the research fraternity," he said, "are not calculated to increase the confidence of the creative man in the validity of research. Tell me which researcher is going to evaluate my copy, and I will write it accordingly—and win top rating. If they could get together and agree on some standard techniques, we copywriters would pay more respectful attention to their reports."

Mr. Ogilvy said that "as a copywriter," he wants researchers to supply him with seven services. They are:

• A summary of all previous advertising for every brand in the category concerned for the past ten years—and say which campaigns paid off, which flopped, and why.

• After researchers have been supplied with a group of selling promises, he said, let them find out which promise will sell the most merchandise.

• After giving researchers a number of storyboards or ads, he wants them to tell him—"within 48 hours"—which will sell the most merchandise.

• Periodic reports on the penetration of the selling promise—and of those being used by competing brands. Moreover, he would want correlation of penetration figures with brand use. "Herein lies the payoff to all our work," he said.

• Continuous posting on "the factor analyses" of Gallup & Robinson, Schwerin and others. "For example, if one of these outfits should discover that it pays to use highbrow modern art in advertising, let us know, and we might start using it. (That'll be the day!)"

• A report every three years on the image of his brand, and its competitors. "I beg him to write this report in language I can understand, eschewing the jargon of the pseudoscientist.")

• "Every now and again I would like the researcher to dine at my house and give me the benefit of his informal judgment on my output. He need not feel diffident about drawing conclusions from his research and telling me what I ought to do." #

Grebe Joins TvB

Robert M. Grebe has resigned as trade news editor of American Broadcasting Co. to become director of public relations of the Television Bureau of Advertising, New York. The appointment is effective April 27. Mr. Grebe replaces Joseph R. Rastatter, who left TvB some time ago to join Irving P. Krick Associates, New York, weather forecasting company.

MICHAEL W. R. MEYER, *formerly an account representative of J. Walter Thompson Co., Chicago, has been named director of advertising of Continental Air Lines, Denver. JWT is Continental's agency.*

Business Publication Image Sways Reader, Marsteller Reports

NEW YORK, April 1—A study measuring and comparing the "editorial character" of competing business publications was unveiled today at the research workshop of the Assn. of National Advertisers.

"New Qualitative Measures—Editorial Evaluation & the Publication Image" was shown by Marsteller, Rickard, Gebhardt & Reed.

Richard C. Christian, exec vp of the agency, told the ANA workshop that publications project definable images in the minds of their readers and that buyers of advertising can use these images in analyzing business publications.

He called the images a "third dimension" for advertisers in selecting media. The images supplement circulation figures and the evaluation of editorial performances, he said.

Business and industrial publication readers in several fields were interviewed for Marsteller by the Bolger Co., Chicago. Interviewees were selected on the basis that they were "familiar with two or three publications in a specific category."

■ Each was asked: "If you were choosing a business publication for men in your position in your line of business to read, which of these 29 traits would you want the publication to have?"

He was then shown 29 cards, each bearing a trait and a definition of the trait. The traits: Timely, helpful, interesting, outspoken, influential, authoritative, respected, sound, experienced, leading, intelligent, research-minded, scientific, learned, alert, modern, progressive, dynamic, pioneering, penetrating, far-sighted, proper, open-minded, unbiased, reliable, well-organized, comprehensive, specialized and diversified.

The study showed the most desirable traits for a business publication to be: Reliable, well-organized, alert, modern and progressive. The least desirable traits: Specialized, influential, dynamic, proper and leading.

It was also found that preferred image traits varied by the interviewees' job functions. In one job function the preferred traits were: Modern, progressive, interesting and open-minded. But in a second job function the qualities desired were: Reliable, timely, well-organized, alert and intelligent.

■ One conclusion drawn from the study was, "A combination of specific character traits contributes to the general atmosphere, mood or frame of reference within which a reader reads a publication.

"An advertiser's knowledge of this publication image not only assists him in media selection, but also enables him to adjust his own product or corporate presentation to that image for the best result."

Other conclusions:

• "Some publications, which have developed weaknesses in circulation and editorial, have previously established such strong positive images that these present limitations are often overlooked. Consequently, such publications are being carried by the impetus of past reputation."

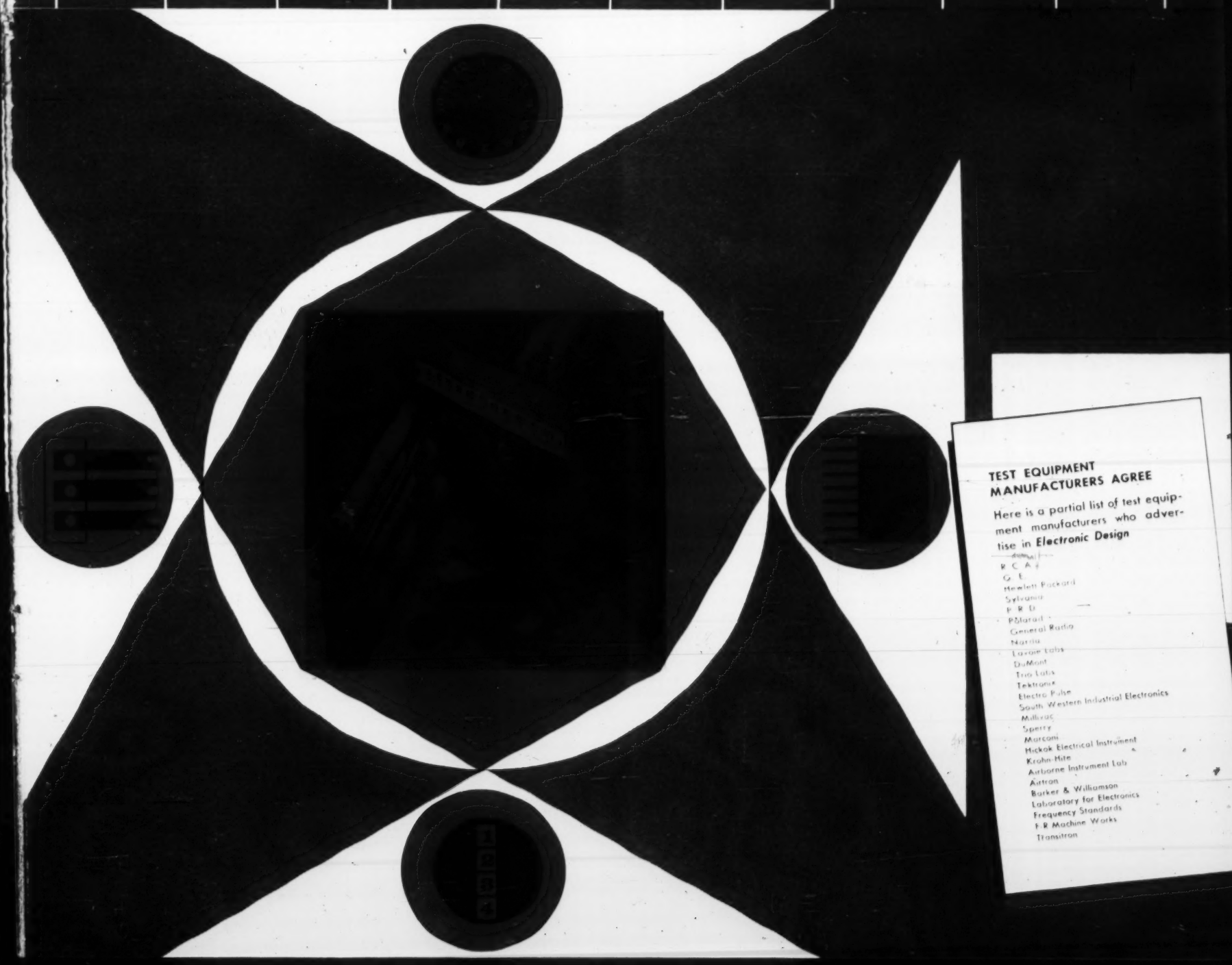
• "There appears to be a correlation between the strength and sharpness of a publication image and the strength and rating of a publication on readership, reader preference and editorial studies which this agency has previously conducted."

This was a reference to a 1955-'56 report; Marsteller put about $30,000 into a research project which explored various qualitative approaches to editorial evaluation. #

Whether checking out a tiny battery or a multi-million dollar intercontinental ballistic missile, no industry is as dependent upon test equipment as is the electronic industry.

Electronic test devices measure circuit and equipment performance on every step through development, prototype, and production—are regularly encountered by over 85% of the 28,400 engineers who subscribe to *Electronic Design*.

ELECTRONIC DESIGN

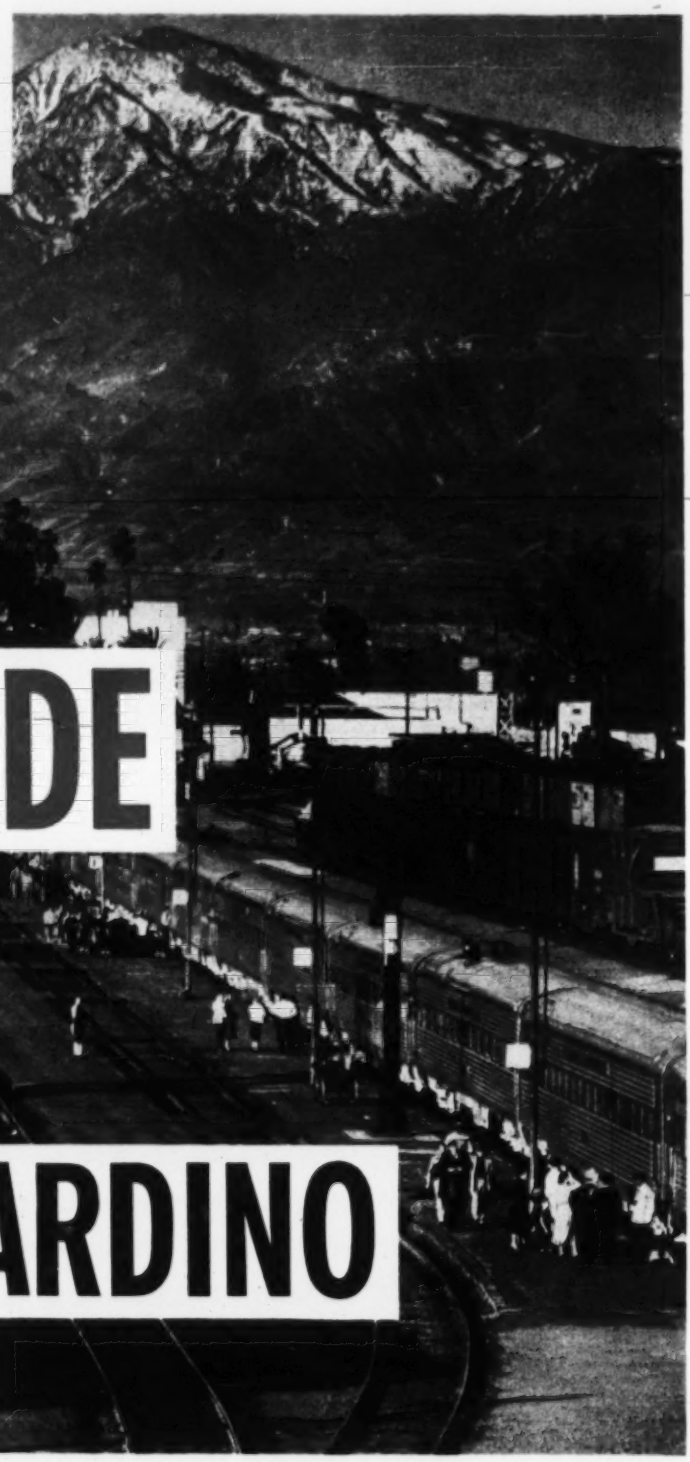


TEST EQUIPMENT MANUFACTURERS AGREE

Here is a partial list of test equipment manufacturers who advertise in **Electronic Design**

R C A
G E
Hewlett Packard
Sylvania
F R D
Polarad
General Radio
Narda
Lavoie Labs
DuMont
Trio Labs
Tektronix
Electro Pulse
South Western Industrial Electronics
Millivac
Sperry
Marconi
Hickok Electrical Instrument
Krohn-Hite
Airborne Instrument Lab
Airtron
Barker & Williamson
Laboratory for Electronics
Frequency Standards
F R Machine Works
Transitron

DON'T MISS THE BIG PARADE IN SAN BERNARDINO CALIF.



And BIG is the word for San Bernardino, hub of the largest county in the United States. Five states—New Jersey, Massachusetts, New Hampshire, Delaware and Rhode Island—could all be squeezed comfortably into the 20,000 square miles within its borders. With the combination of plenty of space and Southern California's inviting climate, it's no wonder that the last ten years have seen a startling 73% population increase in the area. By 1970, local planners say the county's population will hit the million mark.

Industry has kept up with San Bernardino's growth in a big way. Since 1947, the number of manufacturing plants has increased 200%! Among the 400 industrial sites are some of the nation's most important steel, aircraft missile and chemical plants, contributing over $98,000,000 to San Bernardino County's annual payroll.

Thanks to a $550 million total, San Bernardino County now ranks 62nd in retail sales among the country's more than 3,000 counties and in the last nine years it has scored an astounding increase of 117%. With its retail sales growth running well ahead of its population growth, San Bernardino County presents a fine potential market for many products.

If you want your share of the big boom in San Bernardino, The San Bernardino Sun-Telegram and Parade will give it to you. Each Sunday they call on nearly half of all the homes in the county. Each Monday they begin to move goods off dealers' shelves.

How big is PARADE in San Bernardino?

Per cent of families reached

POST . . . 11% LOOK . . . 9% LIFE . . . 10%

PARADE . . . 40%

HOME COUNTY
(95% COVERAGE OF THE CITY ZONE)

Represented nationally by Cresmer & Woodward, Inc.

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching nine million homes every week.

Maguire Botsford Durkee

COMMITTEE—*Members of the new Botsford, Constantine & Gardner three-city executive committee are David Botsford Jr., president; Joseph Maguire and Burton Durkee, exec vps. Mr. Maguire will serve as chairman.*

Botsford, Durkee, Maguire Constitute Exec Committee in Revamp of BC&G Agency

SAN FRANCISCO, March 31—A three-man executive committee to direct over-all operations of Botsford, Constantine & Gardner has been elected by the agency's board of directors. The committee consists of the top officer in each of the agency's Pacific Coast offices: David Botsford Jr., president of the agency, San Francisco; Burton Durkee, exec vp, Portland, and Joseph Maguire, exec vp, Seattle.

Mr. Maguire will serve as committee chairman.

Concentration of policy direction in the executive committee marks the latest development in an agency ownership transition.

■ The agency was founded 41 years ago by David M. Botsford Sr. and C. P. Constantine, who operated the company until 1953.

At that time an agreement was drawn up, whereby a number of the leading executives of BC&G began acquiring ownership over a five-year period. On Jan. 1, 1958, the transition of ownership was completed. The elder Mr. Botsford now holds the title of honorary chairman.

In addition to Messrs. Botsford, Durkee and Maguire, members of the agency's nine-man board of directors are Karl Bender, secretary-treasurer; John Ashbaugh, Portland; Reinhart Knudsen, Douglas Murray and Robert Root, Seattle, and Mike Sloan, San Francisco.

• Among members of the new executive committee, Mr. Botsford has been with the agency the longest. A 1938 journalism graduate at Stanford University, he entered the agency business via J. Stirling Getchell, New York; he joined BC&G in 1941. He was named San Francisco manager in 1952 and was elected president in 1956.

• Mr. Durkee joined BC&G initially in 1936 as Portland production manager and subsequently moved to San Francisco as an account executive. He left in 1945 to become ad manager of Roma Wine Co. Later he was ad director of the Chrysler and Imperial divisions of Chrysler Corp. for three years before rejoining BC&G last year.

• Mr. Maguire was a newspaper reporter until 1940, when he joined the Strang & Prosser agency, in Seattle, subsequently becoming its owner. In 1952 he merged it with Ruthrauff & Ryan. He joined BC&G, Seattle, in 1955; in 1956 he was named exec vp. ≠

Y&R Names Austin in Puerto Rico; Adds 1 in Caracas

Young & Rubicam has appointed Gene Austin, formerly with J. Walter Thompson Co., manager of its Puerto Rico office, replacing John Zerbe, who is planning to resign from the agency. Molinos Nacionales, Venezuelan subsidiary of International Milling, Minneapolis, has named Y&R's Caracas office to handle its advertising in Venezuela. The company recently built a new flour mill in Venezuela and will market a branded all-purpose flour.

In its U. S. offices, Y&R has promoted Claude R. Streb to executive art director of the Detroit office, succeeding James P. Elliott, who has moved to the New York office. Wickliffe W. Crider, a radio-tv supervisor in the New York office, has been advanced to a vp.

Zubrow Co. Adds Tigrett

Tigrett Industries, Jackson, Tenn., has appoined S. E. Zubrow Co., Philadelphia, to handle domestic advertising for the toy, play equipment and sporting goods divisions. The agency formerly handled television advertising for the toy division.

POWERFUL PERSUADER

a SERVICE-SET ad

Readers of your ads and mailers are susceptible to the influence of your message. So don't take chances, be sure your message reflects your best with typography by ***SERVICE****. Service Typographers are efficient and skillful at helping make ads sparkle with the right type treatment. A trial will convince you . . .* **CALL**

SERVICE TYPOGRAPHERS, Inc., 723 So. Wells St., Chicago 7, Illinois . . . Phone **HA**rrison **7-8560.**

PHOTOGRAPHED IN THE GOOD HOUSEKEEPING INSTITUTE

Visit this editorial office

You probably have seen other editorial offices.

Did they look anything like this?

And yet this is one of the most important editorial offices in America—a section of the block-long Good Housekeeping Institute.

In the foreground, a home economist is about to begin tests on a washer. Beyond her, two staff members are checking recipes. Other experts are thoughtfully exploring new editorial ideas that will stimulate our 12,350,000 readers.

All very calm—and convincing.

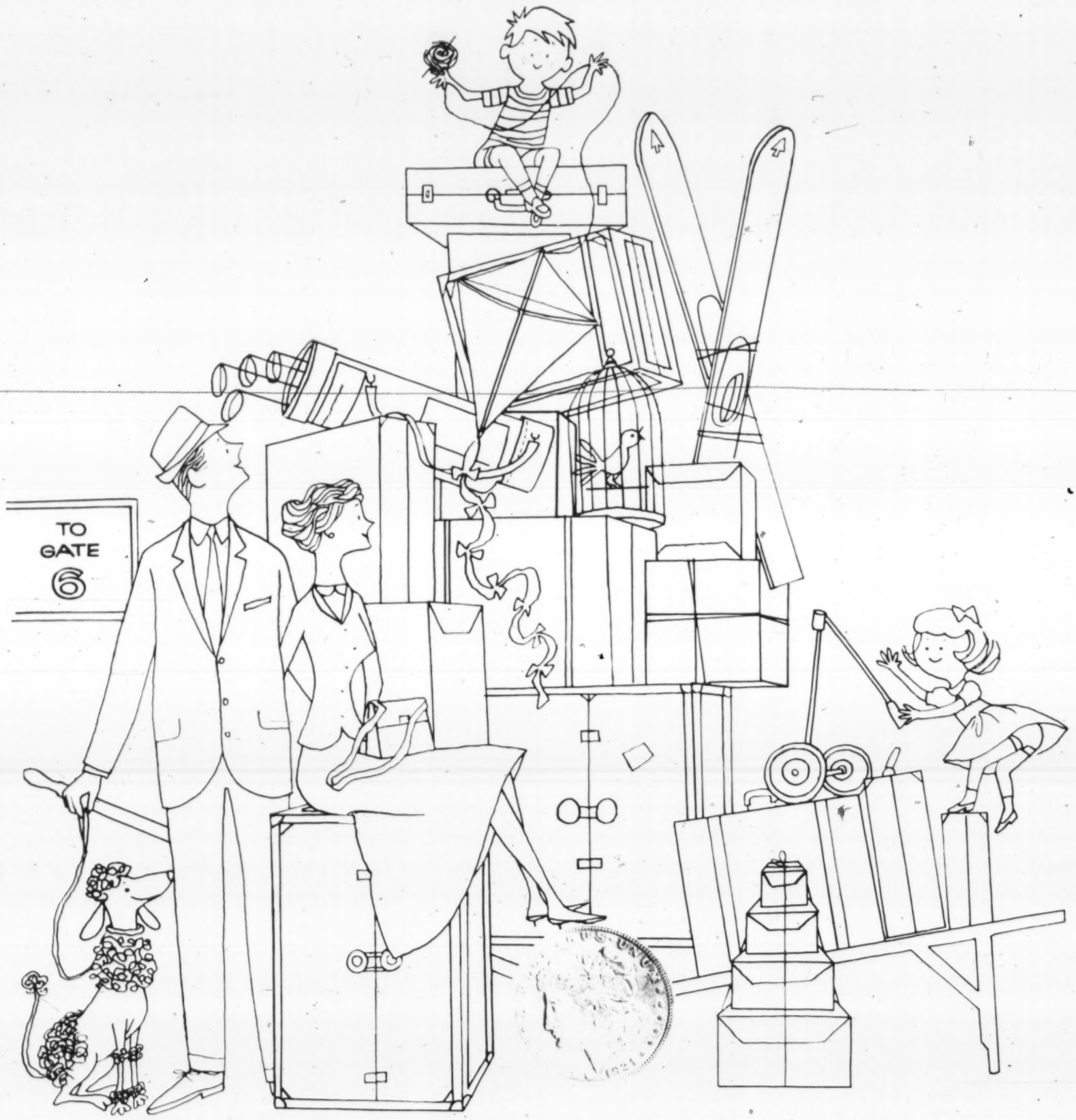
Especially if you sell food, or appliances, or soap, or household supplies, or a score of other products. None of our editors wears a funny hat, or sequins (except after hours!). All of them are authorities in their fields, dedicated to the simple proposition that Good Housekeeping is, must continue to be, the Number One magazine for women in America today.

Because of their skill and devotion, 40,930,000* women are influenced by the Guaranty Seal that is our written pledge. If you would like a fresh approach on selling your product, we suggest you visit with these editors, soon.

*Crossley, S-D Surveys, Inc.

Good Housekeeping
A HEARST MAGAZINE
Creates a Climate of Confidence for Your Advertising

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN



TRIB READERS BUY MORE

BECAUSE THEY'VE GOT MORE... Looking for the perfect vehicle to reach New York's quality market? Get aboard the Herald Tribune . . . whose latest Home Study* shows TRIB families averaged better than two vacation and pleasure trips *each* last year! . . . points out that three out of every ten of these families enjoy the mobility of two or more cars! Your schedule can profit by reaching the *quality* families who buy *quantity.* Get complete details . . . get in the TRIB!

NEW YORK **Herald Tribune**

Today's **VITAL** *Newspaper!*

ABC

*NASSAU/SUFFOLK/WESTCHESTER/FAIRFIELD EDITIONS

230 West 41st Street, New York 36, N. Y.

● A European Edition of the Herald Tribune is published daily in Paris

Feature Section

Advertising Age

Cigar Ads: Two Views

New Production Developments

C. M. Comments on a New-Appliance Ad

Verisimilitude Is Bedell's Theme

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

On the Merchandising Front . . .

Appliance Merchandising in a Fool's Paradise

By E. B. Weiss

Every major manufacturer of appliances, of tv receivers, of radio-phonograph sets furnishes the retail trade with: (1) elaborate merchandising-promotional programs, and (2) elaborate promotional material.

E. B. Weiss

This makes me wonder.

It makes me wonder because I have rarely visited a *major* outlet for these big-ticket items in which I found the slightest evidence of use, on these retail floors, of either those elaborate programs or that elaborate promotional material.

Please note that I italicized "major" outlet. I am not referring to the appliance outlet's version of the Mom and Pop stores—among other reasons because we are currently witnessing the gradual markdown of the Mom and Pop outlet in most retail fields. I am referring specifically to the big department stores, the big hard goods chains, the big discount chains, the really big specialty outlets, etc. In these major outlets, which account for from 70% to 80% of what for the sake of convenience we will call "appliance" volume, it is most unusual to see any indication of a major event or of major promotional material sponsored by the manufacturer.

■ Recently, I arranged to have this checked by having field investigators in several cities shop major outlets for stereo outfits. I will not report on the so-called "salesmanship" displayed in these outlets, including one "salesman" who suggested to a shopper that he might "go back home, study up on stereo and then come back." Anybody who might have expected a different result from the floor attendants "selling" major appliances in major outlets is simply living in a fool's paradise.

But my interest was exclusively centered around anything that could be called a true indication of a major merchandising-promotional event, or of use of major promotional material and, by the latter, I exclude brand name identification signs.

Now bear in mind that stereo is:

1. The hottest thing in appliances.

2. The one appliance about which most shoppers know next to nothing (actually, shoppers are in an almost total state of confusion concerning stereo, and the trade is almost equally confused).

■ Yet, in practically all major outlets, we found:

1. That stereo was simply displayed along with other phonographs, tv and radio sets in one vast warehouse-type of setup.

2. That other than perhaps a manufacturer's hang tag and perhaps a brand name identification sign there wasn't a blessed indication of anything that could even remotely be called "merchandising" or promotion.

3. There wasn't even any literature available that a shopper might pick up to study.

4. In most instances, demonstration setups were either non-existent, or the stereo was demonstrated out on an open floor in the midst of a bedlam of sound coming from shopper traffic, from other radio and tv sets, etc.

5. In brief, the stereo sets were simply out on law-library display—with one of the least-understood items of merchandise ever retailed, thus completely at the mercy of uninformed, unintelligent, unwilling and unable floor attendants who could only make the shopper's confusion still worse confounded. Yet stereo sets are moving in substantial volume!

■ Of course, marketing executives in the major companies making stereo sets will take bows for the ingenuity they have shown both in the concept of their merchandising-promotional programs and for the remarkably effective floor cooperation they won from their major retail accounts.

If stereo depended on floor merchandising, floor promotion, floor selling, it would lay an egg as big as the dodo's.

Stereo is being sold by advertising, by reams of publicity, by the remarkable way in which it captured the public's imagination at a time when the public's ear for music has improved considerably and also at a time when social status is determined to some extent by the quality of one's home sound reproduction devices!

But insofar as personal or printed or electronic selling on the retail floor of stereo's major outlets is concerned, insofar as what we fondly call merchandising and promotion on the retail floor is concerned, it hasn't received even an assist.

■ When I read in the advertising trade press details of the merchandising-promotional programs for most major appliances, and then when I compare these expensive concepts and units with the warehouse look of the major outlets for these merchandise classifications, I am as completely confused as is the current shopper for stereo; and, believe me, that is the height of confusion.

Have those who conceived these programs visited—not to say studied—their major outlets? Do they know what is going on in these major outlets? Have they seen the row upon row of competing appliances, neatly lined up one next to the other—with only a rare brand-name identification sign visible—and with no other visible mark of feature identification? Have they seen the almost total absence on these major retail floors of premium offers, of elaborate fixtures, etc.?

■ I would suspect that, in total, our major manufacturers of appliances and sound reproduction units must spend millions each year in great merchandising-promotional programs—regularly reported with considerable awe by the advertising trade press. But I think it would be a conservative estimate to say that the outlets which give these manufacturers 80% of their total volume do not use even 15% of every dollar spent by these manufacturers for merchandising and promotion (omitting, of course, co-op and other allowances).

Why does this waste go on, year after year?

Who is being fooled?

And when will the major appliance industry learn that advertising, which has as much individuality as most floor display of these lines, can hardly be producing a bonus on the budget investment?

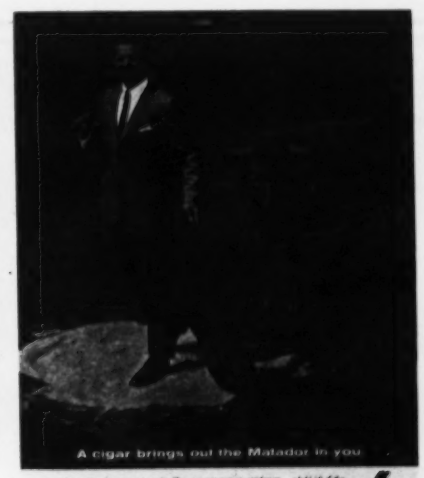
More merchandise is "bought" by the public in this country than, as the world's leading advertiser and the world's leading merchandiser-promoter, we care to recognize. In other words, we take credit for a good deal more selling, in its various manifestations, than we are entitled to.

As I see it, the attitude of the manufacturers of appliances with respect to their merchandising-promotional programs is in precisely the same position today as was their attitude toward personal selling on the retail floor a few years back. At that time, they were still insisting that they were getting "creative selling" from floor attendants—including floor attendants in their major outlets. Similarly, they still seem to believe, or want to appear to believe, that their merchandising-promotional programs are being used to the hilt by their major outlets.

It just ain't so. #

From an Art Director's Viewpoint . . .

Git Along, Little Stogie . . .



By Andy Armstrong

Two very different pictures of the cigar smoker come out of these two ads.

According to the Cigar Institute, a cigar smoker can think of himself as a general hell raiser. Living dangerously. A muy tough hombre, in the tradition of Sabatini, Melville, Hemingway, Errol Flynn and Francis X. Bushman.

Andy Armstrong

If a cigar man does feel this way, he is very fortunate in these timid days of Social Security and geriatric vitamin pills. He may well be the only gent left who senses much danger or excitement in modern living, so deeply are the rest of us encased in the cellophane of law and order. Instead of cussing him when he asphyxiates us in the smoking car or drops that chewed and slimy butt in the ash tray, perhaps we should wish him well. Perhaps we should salute him as one of the few surviving proponents of the strenuous life, the blood and guts and high derring-do that nearly died with Ivanhoe.

■ Opposing this concept is the Dutch Masters campaign, wherein the empty box becomes a sort of Hans Christian Andersen treasure chest, out of which float the dreams of childhood. What the institute sees as the cigar man's appointment with adventure is taken over by the Dr. Denton crowd, butchering lions and dragons on the nursery floor. Presumably our might-have-been hero is wreathed in smoke rings downstairs in the study, his galluses slacked, his slippers toasting on the hearth, his whole attention on the attache case full of office correspondence. No wandering swashbuckler he, but a man of substance and fireside and family, and a weekly, ritualistic stop at the tobacconist's in the lobby, on his way to the evening train.

Reading hurriedly, you might think the cigar as the Key to Adventure and the cigar as Homely Adjunct to Family Living came out of two separate pieces of research. You might even wonder who is holding out on whom. Is the Cigar In-

stitute concealing its findings from Dutch Masters, or vice versa?

■ Yet it is just possible that the same research turned up both angles—the Institute appropriating one, the cigar's inherent drama as an ego builder; and Dutch Masters appropriating the other, the cigar's rightful place in the home.

■ The striking feature of this motivational razzmatazz is the gap it leaves between the two appeals—a gap another cigar advertiser might wheel himself into and sell more cigars than his machines are equipped to extrude, or whatever they do. All he would need would be a fresh, arresting way to say that his cigars taste good, like good cigars should, or that a woman is only a woman but X-Brand smokes are good cigars—some red-hot, direct claim for the excellence of his product, in that unploughed middle ground between the clowning of the Institute and the dreamy musing of Dutch Masters. A smart competitor could easily find ways to juggle motivational data and come up with proof that the best thing you can offer a cigar smoker is a palatable bunch of choice leaves.

■ While we are waiting for this to happen, will somebody please light up an empty cigar box (no need to inhale to enjoy it), to test whether it might not empty a bullring even quicker than a fistful of stogies? Research has hardly begun to dig up all the usable material on smokers and smoking, as you can tell by what has come out of it so far. #

Looking at Radio and Television . . .

Around the World with Video

By the Eye and Ear Man

To conclude the study of television around the world, it is appropriate to chart the circulation that is available to an advertiser and the facilities.

1. ENGLISH SPEAKING COUNTRIES	Sets Jan. '59 (est.)	Stations
United Kingdom	10,000,000	26
Australia	400,000	6
Canada	3,500,000	53
	13,900,000	
2. LATIN AMERICA (SPANISH)		
Mexico	400,000	12
Cuba	315,000	23
Venezuela	200,000	11
Puerto Rico	160,000	7
Argentina	200,000	4
Uruguay	5,000	2
Colombia	140,000	15
El Salvador	8,000	1
Dominican Republic	8,000	3
Guatemala	12,000	2
	1,448,000	
Brazil (Portuguese)	800,000	7
3. EUROPE (FRENCH)		
France	850,000	27
Monaco	12,000	1
Belgium	320,000	5
Luxemburg	2,000	1
(German)		
West Germany	1,750,000	83
Saar	7,000	2
Austria	50,000	12
(Scandinavian)		
Denmark	150,000	6
Finland	10,000	7
Norway	500	1
Sweden	175,000	7
(Miscellaneous)		
Italy	900,000	167
Spain	20,000	6
Portugal	12,000	5
Netherlands	340,000	6
Switzerland	45,000	7
4. FAR EAST		
Japan	2,000,000	40
Philippines	20,000	2
Thailand	20,000	2
Hong Kong	3,000	1
5. ALL OTHER		
Morocco	5,000	2
Algeria	17,000	2
Kuwait	600	1
Iraq	3,000	1
Cyprus	1,000	1
Saudi Arabia	1,000	1
Turkey	700	1
6. COMMUNIST COUNTRIES		
USSR	2,500,000	100
East Germany	250,000	10
Czechoslovakia	275,000	8

■ This table points out the tremendous growth of worldwide television and its vast potential as an international information vehicle as well as a commercial device.

The U.S. with its 50,000,000 sets, is so far a greater market than all other countries combined. But this is leadership rather than a pattern and soon other countries will be equaling the U.S.

The language barrier makes it difficult to envisage early connections of a worldwide network, but Spanish networks, French networks, or German networks are feasible.

The growth of English as a common language is evident throughout the world today. It may be that worldwide television is the instrument that brings a common language into being. The very word television is virtually the same in every language. #

Employe Communications . . .

Management Conferences in Style

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

One day last month a manufacturing concern held a full day "management conference" in order to report upon the fiscal year. Everyone in the executive bracket down to supervisor was included; the trappings were awesome, the speeches were long and the chairs were hard. At the end of the day, an assistant department head moved wearily out of the meeting hall and remarked: "It sure took them a long time to travel so short a distance."

The comment was typical of the audience reaction to too many so-called management meetings. Fortunately there is a change looming, because companies are becoming aware of the fact that these cut-and-dried affairs don't register well with the so-called management group. Companies these days are seeking to pattern management conferences after the indicated tastes and preferences of the audience: In one concern the supervisory management group is polled well in advance of the conference, to determine what areas of discussion the group wants covered. What the boys ask for, the boys get.

■ Questions-and-answers periods were uncommon five years ago. Now the conference without an open discussion period at the end is unusual. Sometimes the audience is invited to submit questions in writing, but more often the chairman and his associates will take the queries right from the floor and try to wrestle with them. The questions put to the chairman of the board or the president are normally temperate, since the individual several rungs down the ladder hesitates to lose his head through official dismemberment. Yet it is a fact that some of these management conferences these days are just as frank as they are advertised.

There is a noticeable swing toward the broad program, where the conference is built not solely around matters of specific company concern but around broader topics. An excellent example is to be found at Arkansas Power & Light Co., which held its 1959 management conference last month in Little Rock. This two-day confab, staged for the company's supervisory personnel, covered broad areas of interest: The national legislative picture was described by a representative of the national association; progress in atomic reactors was discussed by the nuclear director of Ebasco Services. Personnel problems were taken up by an Arkansas management consultant and the outlook for business in Arkansas and state public utility regulation were viewed by state authorities.

■ The supervisory management group naturally heard the local company pitch from company officials, but it was done against a broad background. The supervisors were led from essential generalities to useful specifics. And Arkansas Power & Light didn't stop there. Realizing that much of this information would be useful to employes as a whole, the company sanctioned the use of the speeches in the employe paper. The talks were spread over two issues, and when the series was completed, employes who cared to know had had a chance to learn.

■ That's a long haul from the old days. #

The Creative Man's Corner . . .

Don't Think—Push a Button

If this Westinghouse 1000 Laundromat and electric dryer were an automobile, we're confident the copy would be confined to proclaiming the beauty and magnificence and proportion of its styling. Buried in the subhead, however, is the only reference made to this really handsome piece of home laundry equipment. "A home laundry," it says, "with the smart, distinctive styling of fine furniture."

Despite this virtue, however, we are at a loss to find out just what is meant by the announcement that it can "think." Maybe you—or some harried housewife—can figure the following out for us:

> "All you do is push ONE button! Program Computer thinks out and carries out your choice of 8 custom programs or three special programs to wash any fabric perfectly. Matching electric dryer provides custom drying for every fabric."

Apparently the "Program Computer" is the gadget illustrated next to this block of gibberish. But it's so small, we couldn't tell either what it is or where it's found.

Aren't ads—especially ads announcing something new—supposed to be *informative*? Or is the object of this ad to frustrate us to the extent that we'll go to our dealer for the whole story? #

Captive or Captivated Audience?

There's all the difference in the world between a "captive audience" and a "captivated audience."
This goes for the commercials as well as the show.

Young & Rubicam, Inc.

Advertising • New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • London • Mexico City • Frankfurt • San Juan • Caracas

Learning from the Retail Ads . . .

The Ad with Verisimilitude

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Often stores that can afford and achieve superb art, fail miserably to complement that art with superb copy.

This ad has everything. Words as well as art are evocative. To use a newspaper as a billboard, almost without words, is almost always a great error and a great waste.

This ad could hardly have gone further to do its job.

Although the headline is a label headline, it also speaks favorably of the item, which is one of the great headline ingredients.

The art devices top and bottom contribute to the emotional climate of the ad. The figures themselves, the more they are examined, testify to their superlative handling.

■ The signature—which is not a signature—but the store's "mark" (like an illiterate's "X") has its illegibility somewhat compensated for by the repetition in type at the bottom. In a modern world where most college graduates cannot write legibly, this is less serious than it would be were we more civilized. (Yes, legible communication is one of the marks of the civilized.)

Listen to the copy, preceding the descriptive details. "Dark textured silk, softly curved—how subtly it anticipates beautiful weather, wonderful happenings—that rare, stimulating climate of the New York afternoon."

This is excellent, sophisticated copy, but it adheres to sound principles precisely as might the pedestrian copy of an uninspired and unlettered writer for a small store in a rural area. The use of "localization," the intimate assumption between store and reader—excellent in New York as it is in Cedar Rapids.

■ Few ads have verisimilitude—an appearance and quality of complete belongingness—layout to space and art, art to headline and copy, copy to space and locale. I would have liked an echo of the headline at the end of the copy before the descriptions.

Nevertheless, this is advertising *par excellence*. Take the excellent words away, however, which many stores do, and you put the newspaper into the selling level of a billboard and deprive the store of much of the potential in its advertising expenditure. #

Tips for the Production Man . . .

Interest in New Developments

By Kenneth B. Butler

Trailing Blade Coated Paper—This is a paper identification you will be hearing more and more about. The method, imported from Germany, has been undergoing development work in America.

Briefly stated, the trailing blade is a new method of applying clay coating to base paper. Examination of samples would indicate that in comparison with machine coated papers it is smoother, whiter and may be capable of letterpress reproduction with less printing pressure and possibly with some saving in makeready time.

■ We have examined the North Star coated papers, by Oxford Paper Co., and it is apparent this is a highly smooth printing surface, has greater bulk and strength because the process requires very little "calendaring." The levelness is obtained with somewhat less glare.

Production men will ask if this significant advance is going to mean that the cost of coated papers will be reduced. The answer is that on a quality-for-quality basis the blade-coated paper may save money against, for example, the use of top-grade papers as used on deluxe work.

Developments in the process may ultimately make this superior finish available at costs competitive with today's machine coat. This, however, is purely in the realm of technological speculation.

* * *

Typed Copy for Reproduction—If you wish to make a line cut of typewritten material, or as copy for offset reproduction, use a typewriter with a carbon ribbon or if one is not available proceed as follows: unfasten typewriter ribbon and type directly onto sheet of fresh carbon paper placed over white copy paper.

* * *

Cold Composition by Justowriter—Have seen a demonstration of this machine for composing paste-down type with right-hand margins justified. The Justowriter, made by Friden, consists of two units, a recorder and a reproducer. Original keyboarding on the recorder produces a visible proof and a punched tape. After proofreading and approval the tape is inserted in reproducer which types the copy, and justifies the spacing to occupy full lines, at the rate of 100 words per minute. An alternate reproducer also makes it possible to handle personalized fill-in form letters that are individually typed. The manufacturer, Friden Inc., San Leandro, Cal., offers a choice of type size 8-point to and including 14-point. Several of the sizes offer selection of choice in type family.

* * *

Cold Composition by ATF Typesetter—Another important development in the production of type on film is this process, which consists of two machines, a keyboard unit and a photographic unit. The ATF Typesetter is made by American Type Founders, Elizabeth, N. J.

Described as a photomechanical system, text matter is produced on film or on sensitized paper, in sizes from 5-pt. to 14-pt.; and in line widths up to 7½".

The keyboard unit produces a typewritten proof and a common-language perforated tape, which is then used to actuate the photographic unit. The keyboard is that of a standard electric typewriter with the addition of code keys.

A code for justification of type (flush right and left) is automatically inserted into the tape. A skilled operator can average about 215 characters a minute, working from clean copy.

The completed tape is inserted in the tape-reader of the photographic unit, and from this point on the operation is entirely automatic. Leading of lines is automatic. A variety of faces are now available for use in this machine. Type can be changed by inserting a vinyl disc. Each disc carries a Roman and Italic style, or Roman and Bold style. The photographic unit operates at 200 characters per minute. #

DRAWTHINKS

The COPYWRITER'S Art Course by Pinsoon

Robert Luchs of Wheaton, Ill., in a letter to the Voice of the Advertiser (March 9) believes the account executive should give instructions to both copy and art at the same time—before the ad is written.

Arthur Warren of William Hart Adler, Chicago, says "Amen! My comments [in Drawthinks of Feb. 9] about having 'at least a brief conference between copy and art before layout' concerned a desirable minimum in run-of-the-mill day-to-day work. Naturally, I believe art can and should be called upon to contribute at the inception of any broad planning on an account."

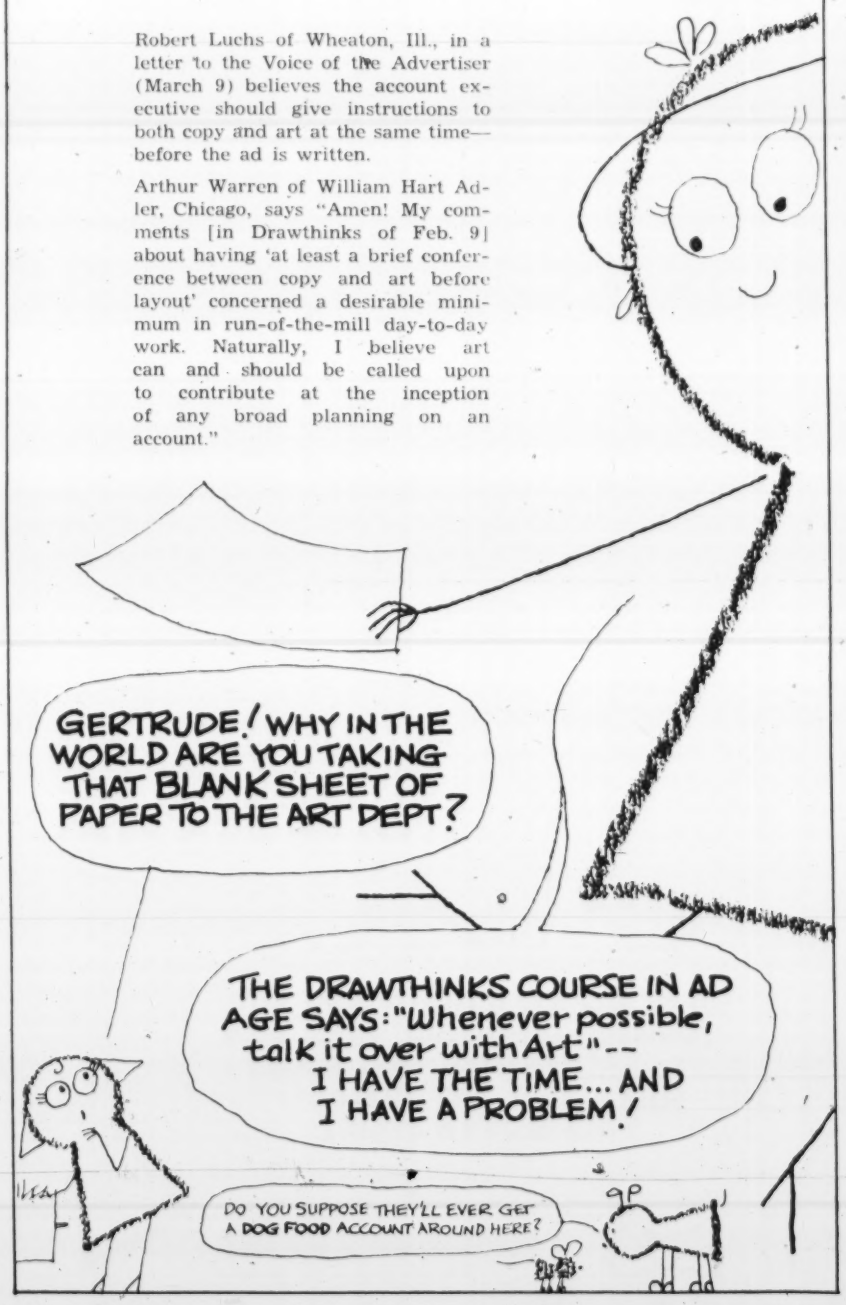

GERTRUDE! WHY IN THE WORLD ARE YOU TAKING THAT BLANK SHEET OF PAPER TO THE ART DEPT?
THE DRAWTHINKS COURSE IN AD AGE SAYS: "Whenever possible, talk it over with Art" -- I HAVE THE TIME... AND I HAVE A PROBLEM!
DO YOU SUPPOSE THEY'LL EVER GET A DOG FOOD ACCOUNT AROUND HERE?

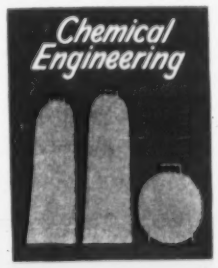
Photo Courtesy The Firestone Tire & Rubber Company

The Chemical Engineer drives 100,000,000 miles a day

Rubber and synthetic cord for tires, gasoline, hydraulic fluid... a few ways the Chemical Engineer and his technology keep America on wheels.

From rubber and gasoline to plastics and perfume, products of the chemical process industries affect every phase of modern living. Common techniques, equipment and raw material needs tie these industries into one super market place . . . buying $46-billion in raw materials and fuel, one third of all-manufacturing's capital goods. Throughout this industry complex, the Chemical Engineer is the man responsible for profitable operations—who instigates orders, specifies and buys.

To sell him wherever he is, come in the front door . . . via CHEMICAL ENGINEERING, the 3 to 1 favorite among chemical engineers in all functions, in all industry. Now they get it every-other-monday, read it more thoroughly than ever before. In 1958, Starch "Noted" scores were up 11.3%, "Read Most" scores up 28.7%, inquiries up 15.5% over 1957's monthly issues. CHEMICAL ENGINEERING, A McGraw-Hill Publication, 330 West 42nd St., New York 36.



Published every other monday for Chemical Engineers in all functions ABC

The Peeled Eye Department . . .

Finds Makeup Coup of the Month

By Dick Neff

Don't Miss This Thrilling Story!

"Flight into Danger" is the title. The pilot and half a dozen passengers all get mysteriously, violently, deathly ill.

A doctor on board makes the chilling diagnosis. Food poisoning! For dinner, the pilot ate salmon. The co-pilot ate salmon. All the sick passengers ate salmon.

Dick Neff

The co-pilot and pilot will soon go into shock. The automatic pilot will keep the plane on course, but . . .how can the plane be landed? If these people aren't put in a hospital soon, they'll die like rats.

Will they be able to revive one of the pilots in time? How else can the plane be landed? How will it all end?

Don't miss this thrilling story of ptomaine in the clouds—in the March *Ladies' Home Journal*. And don't miss the beautiful full-color ad in the middle of the story promoting canned salmon.

Don't miss the full-color ad on the opposite page promoting a dish made with salmon. Don't miss the thoughtfully placed editorial feature on the preceding page featuring salmon.

We vote for this as the most inspired makeup coup since a magazine years ago placed an intimately revealing study of worm life opposite a mouth-watering advertisement for—you guessed it—spaghetti.

What's *your* candidate?

Ad-ecdote Department

Ray Reilly of 3031 La Salle Ave., New York, claims he asked a honeysuckle-and-magnolia type career girl at a party about her connections and got this answer: "Batten, Barton, Durstine . . . and Alabama."

"*Alabama*?" Reilly asked.

"Yes," she said, "Yes . . . that's where ah's born."

Sounds like a trunk full of cawn pone fallin' down stairs, don't it, son?

Those Movie Marquee Geniuses

The *New York Times* carried an ad for RKO Theaters recently advertising this double feature:

"THE PERFECT FURLOUGH"

"MONEY, WOMEN AND GUNS."

And right under that they placed an ad for "Forbidden Fruit," starring Fernandel, with the headline, "Why quibble? —perfect!—*New York Times*."

Okay, okay. . .who are we to quibble with the *Times*?

So Who Wants To?

Albert Feldstein, editor of *Mad*, by way of plugging the Mad straight jacket, sends along another movie ad showing Jeff Chandler holding June Allyson in a grip of steel and saying, "I'm trying to keep my hands off you. . .but I can't. . . I can't."

Says *Mad*-man Feldstein, pointing with pride to the straight jacket's crossed sleeves, "Well, now he can."

"I'm trying to keep my hands off you ...but I can't ...I can't!"
"I'm just as much a woman as she is!"
From the passion-dipped pen of ROBERT WILDER, author of "Written on the Wind"!
JEFF CHANDLER • JUNE ALLYSON
Stranger in My Arms
CINEMASCOPE

No Money Back

We like the modesty of the little sign we saw at a record counter not long ago reading: "PROTECT YOUR RECORDS WITH BRUSHLESS ATOMIC DUST CHASER. Useful life 1590 years."

No money-back guarantee, though.

Wall Signs Department

Jim Powers of *Parade* sends along this sign suitable for hanging in guest rooms: "Weekend guests—if we get to drinking Sunday afternoon and insist that you stay until Tuesday—please remember we don't mean it!" #

What They Were Saying 25 Years Ago . . .

Arthur Kallett, co-author of "100,000,000 Guinea Pigs," in an article in Debate, new magazine of controversy (AA, March 3, 1934):

"The remedy [for alleged social ills caused by advertising] is not to try to control advertising at all. It is to take the food, drug and cosmetic industries away from those who are concerned only with profits, whatever the consequences to consumers, and to have those industries operated by the public."

W. A. P. John, who with J. R. Adams resigned from Campbell-Ewald Co., in a statement to AA denying that any new accounts had been acquired yet by their new agency, John-Adams Inc.—later to become MacManus, John & Adams (AA, March 10, 1934):

"We resigned from Campbell-Ewald with a clear slate. We have nothing at the present time, but our hopes are high."

H. S. Richardson, chairman of the board of Vick Chemical Co., commenting in his annual report, on the warfare waged by physicians and others against proprietary medicines (AA, March 10, 1934):

"From 60 to 80% of all prescriptions today contain proprietary medicines specified by the physician writing the prescription. This estimate is based on a recent examination of 1,000 prescriptions.

"About 25 years ago the Carnegie Foundation examined 5,000 prescriptions and found that 47% were for proprietary medicines, the use of which among physicians has greatly increased since then."

Paul Garrett, president of Garrett & Co., proprietor of Virginia Dare wine, addressing the National Wholesale Liquor Dealers Assn. at a convention (AA, March 10, 1934):

"American wines are now superior to those produced in France. As a matter of fact, much French wine is made from grapes grown on American vines. If American vines had not been imported by French wine makers, there would be no French wine industry today."

Questions on Ad Readership Answered in Farm Paper Ad Layout Study

By Donald R. Murphy
Director, Editorial Research
Wallaces' Farmer, Des Moines, Ia.

Four questions usually come up when I get into a discussion about ad layouts in farm papers. Because *Wallaces' Farmer* has been measuring readership by Iowa farm people since 1938, some folks think we may have part of the answer.

The questions are these:

1. What kind of picture in a farm paper ad stops the reader?

2. Where in the ad should the picture be placed? And how big?

3. Where should the head be placed in relation to the picture?

4. Where should copy be placed in relation to picture and head?

You start answering questions like these by saying, "It all depends." But maybe it is possible to come a little closer.

Remember first that audiences differ. And even farm audiences differ, state by state.

■ You'll get a different answer to Question 1 from farmers in Wisconsin, where the main interest is dairying, and from farmers in Iowa, where the main interest is corn and hogs.

Examples: A big picture in *Wisconsin Agriculturist* had a 34 "Seen" score. Same type of picture in *Wallaces' Farmer* had a 44 score. With dairy cow shots, the situation is reversed. *Wisconsin Agriculturist* gives higher scores to dairy cow shots than does *Wallaces' Farmer*.

After looking over a stack of surveys, I'll try to give tentative answers to the four questions above. Remember these are Midwest farm audiences I'm talking about:

1. To get attention, use a picture of the kind of livestock or the kind of machine that is helping the farmer to make a living. First choice in Iowa would be a hog—or a corn picker. First choice in Wisconsin would be a dairy cow—or some kind of milking equipment. (If dairy cows or hogs have nothing to do with your product, you have a harder job.)

■ There are some don'ts worth repeating about the choice of a picture:

Don't use a picture of a representative of the company that is selling the product. In Iowa, a good hog picture will outpull a picture of the president of the company any time. Throw in a picture of the president's pretty daughter too, and the hog will still win.

Don't use a picture of a nameless farmer holding up the product. A hog next to the sack of hog feed will do better. Still better is the combination of a hog (or hogs), an identified farmer and the sack of hog feed.

Example: An ad with an unidentified farmer holding up a sack of feed scored 21.5% *Any This Ad* in a recent issue of *Wallaces' Farmer*. In the same issue, a hog feed ad with an identified farmer and hogs in the background scored 45 *Any This Ad*.

Farmers not only are interested in hogs—and other livestock—but are fascinated by machinery. This should make it easy for machinery manufacturers.

■ Since farmers have a keen interest in corn pickers, for instance, and if you're selling cornpickers, then by all means run a photograph of the product. But have it working in the field and operated by an identified farmer—John Blank of Blank County, Blank State.

2. If you have a good picture that will stop the reader, what do you do with it? How big should it be and where placed on the page?

Of course, it depends on the picture. But make the picture as big as you can. One great and common mistake is to use a picture that crowds a lot of detail into small space. Put the picture at the top of the page where it will be easy to see. You'll find exceptions, but not many.

■ 3. Where do you put the head? And what kind of head? In our experience, the head should talk about some specific accomplishment of the product that is likely to mean something to the reader. No general remarks, please—not "this will save you money," but "Our product will do this and this and this."

4. Put the head where the eye will find it as the eye shifts downward from the picture. Be careful about over-prints. You may wreck both the head and the picture. An over-print of the head, high on the picture, may commit a major sin: It will separate the head from the copy.

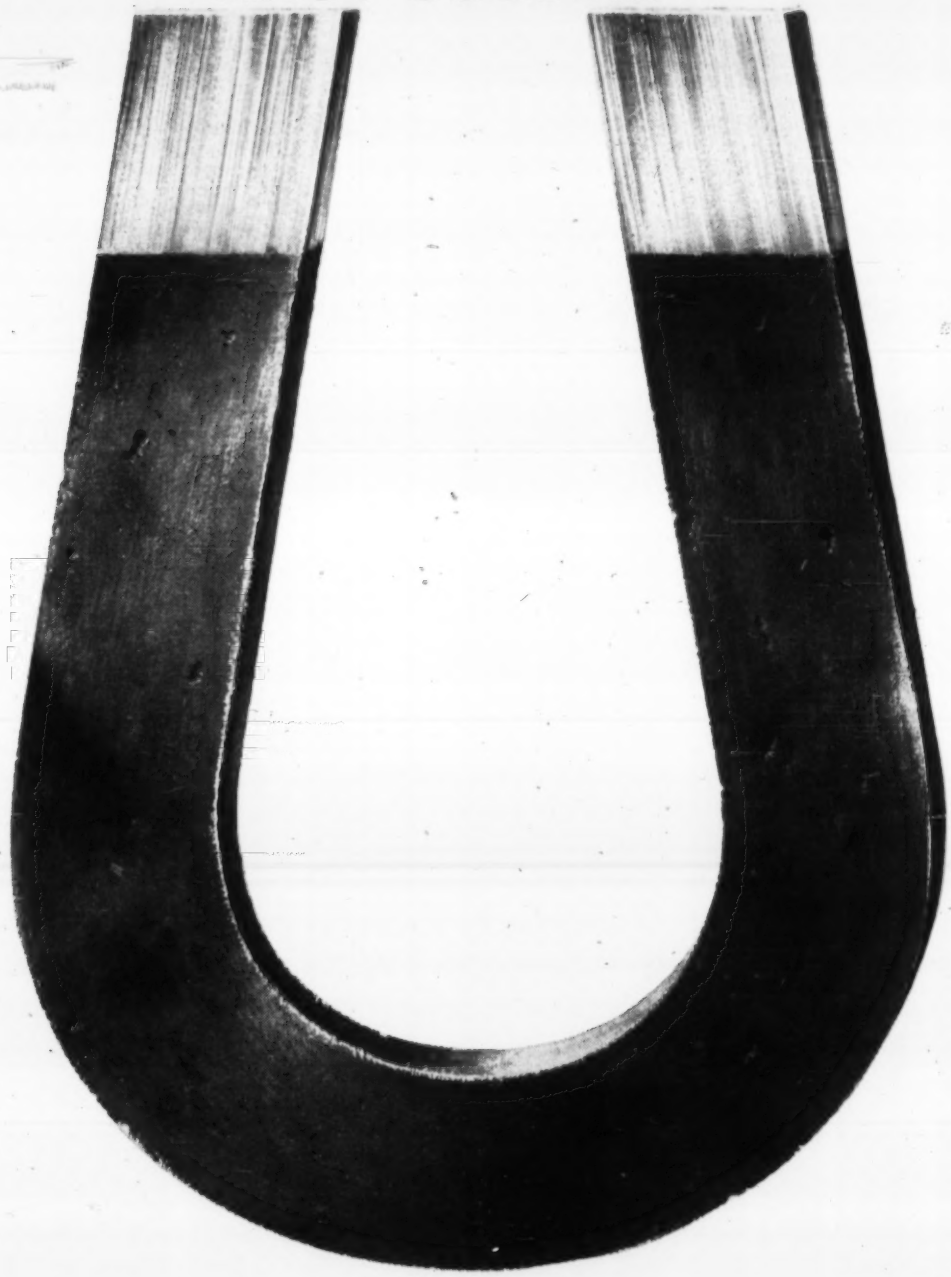
■ 5. Put the sales copy where the eye can find it easily as it shifts from picture to head to copy. This seems obvious. Yet repeatedly, ad layouts will throw decorations, pictures, rules and other barriers between the head and the copy.

Example: In a split run, one sales copy block right under the head scored 12% Read Most. With the same copy separated from the head by a picture, sales copy scored 2%.

I've been asked another question: "What is the most important thing on layout you have found out in 20 years of readership surveys?" Next week I may have a different answer. This week, I lean toward No. 5 above.

■ Let me repeat: Don't separate the sales copy from the head. If the head is any good, it will have stirred up some interest and lured the reader on to read more. Yet this interest is weak and easily distracted. Put anything—picture, decoration, rule or whatever—between head and copy and you'll lose some of your prospects. #

HOW TO ATTRACT CUSTOMERS BY THE MILLIONS!



The dominant force that attracts the heavy-spending customers of New York, Chicago and Philadelphia, and then moves them to spend to satisfy their needs and desires is First 3 Markets Group.

Competition for attention to an advertising message is understandably keenest in these richest and most rewarding markets, where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these three far-above-average markets, which account for 18% of total U. S. Retail Sales, there is no substitute for FIRST 3 MARKETS' saturating 62% COVERAGE of all families.

In addition, First 3's "Sunday Punch" circulation of nearly 6,000,000 reaches over half the families in 1,195 cities and towns, which produce 27% of total U.S. Retail Sales.

To make your advertising sell more where more is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East-42nd Street, MUrray Hill 7-4894 • **CHICAGO** 11, Ill., Tribune Tower, SUperior 7-0043 • **SAN FRANCISCO** 4, Calif., 155 Montgomery Street, GArfield 1-7946 • **LOS ANGELES** 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Unemployment Picture Spotty in Ad Field in Wake of Recession, Mergers

(Continued from Page 1)

in the street who has solid experience on drug accounts."

Openings for creative and contact people in industrial, automotive and general consumer advertising, however, are not so plentiful. "These fields are tight, but they're still a lot better than last year," said Mr. Fields.

■ The Walter Lowen Agency reported a "decided increase" in job applicants over the past year. But most of these are now working and looking for spots with better prospects and more money. Ruth Lowen said less than half her employment agency registrants were actually out of work.

She said the unemployed were composed mainly of account executives and copywriters in the $12,000 and up group who were squeezed out of their slots by ad agency mergers. She added, though, that most of these people usually managed to find jobs in five or six weeks. Persons with heavy salary requirements, she said, were finding things tougher, and some "top echelon" agency men have been looking for spots for as long as two years.

Miss Lowen added that she felt there were more unemployed persons in the package goods and industrial classifications than ever before.

■ At Associated Business Publications, VP John Babcock reported "more than an average number of people looking for jobs with openings fewer than average in the business paper field." He said this was especially true in editorial and advertising sales. He said a year ago the ABP's monthly placement bulletins averaged four or five pages; today the average is 12 pages on situations wanted.

Mr. Babcock said his organization was making a salary trends study and that he expected it to be completed in another month.

Betty Grady, personnel director at Haire Publishing, said more people are coming in off the street looking for jobs than has been the case in several years. She said the state unemployment office calls her daily in an effort to place people.

"There is a relative shortage of advertising production people," she said.

McGraw-Hill Publishing reported "good clerical help is hard to get." Salaries, it was said, have increased up to 4.5% over last year. Secretarial help today averages $75 a week.

■ One ad agency, which bills over $100,000,000, said it has found a "slowly increasing flow" of job-seekers. Most were said to be out-of-work account executives and copywriters. But this agency predicted that job opportunities in all categories would increase as the agency business "picks up in 1959."

Ogilvy, Benson & Mather has found "about as many people job-hunting today as a year ago." Shelby H. Page, senior vp, said agency mergers have not much affected the job situation. "In a merger, if you're any good, you usually manage to weather it out."

Ted Amattucci, owner of the Amalfi Employment Agency, has found job openings so far this year to be 25% more numerous than in 1958. But prospects for people with print and account backgrounds are not so bright, he said.

Prospects for people experienced in drugs and toiletries are "fantastic," he said. "Today an experienced man in this end of the business, especially with tv experience, can write his own ticket. Last year the emphasis was on people with backgrounds in print, but today you've got to have an 80-20 background—80% television and 20% print."

■ Doyle Dane Bernbach is another ad agency which has found a "fairly constant stream" of job applicants. This agency said its roster has risen 12% in the last 12 months. At Young & Rubicam, Gwynne Prosser, personnel director, characterized the job situation as "a buyers' market"—except for clerical help. Mr. Prosser said he was referring mostly to admen between 30 and 40 years of age making between $10,000 and $25,000. He said lots of good older men—"the 50-year-old account manager type"—were available and that "considerable" numbers of space and time men were making the job rounds.

One placement specialist at Career Blazers Employment Agency commented that he had "up to 100 applicants for every copywriter's job; a tremendous number of people are looking for work and I don't think employers are aware of this."

Two other Career Blazers' employes (who try to place women applicants) said there were fewer people interested in advertising jobs today than there were four or five years ago. Television, they explained, was one of the new fields to which people were being drawn instead.

■ McCann-Erickson reported that it was currently trying to fill "less than half a dozen openings." F. Russell Schneider, personnel director, said the agency customarily gets 30 to 50 job applications and inquiries each week in all categories. This number, he said, has held fairly steady in recent months.

Mr. Schneider said a "tight job market" several years ago led to a sharp rise in salaries for creative people because of agency bidding for people. Now, however, this has "probably leveled off and reached a plateau."

Kenyon & Eckhardt said it found "fewer people job-hunting than last year at this time." Hilton Wasserman, personnel director, said the big problem now was finding qualified persons. He said job hunters were "less willing to settle for less money than during the recession, but more willing than before the recession."

Mr. Wasserman saw the big effect of agency mergers as a release of less qualified people. But he could not see much evidence of admen leaving the field because of any job shortage.

He added that the recession had made agency managements "more cautious about getting over-extended" in the salary area. One employment agency executive said that while ad agencies "have overcome the fear psychology of 1958, they are much more realistic about money; salaries aren't as high as they have been."

Chicago

The recession brought about little additional unemployment in the advertising field, a survey indicates, but it did lead to more stability in employment.

As a result, job-changing is slower now than a year ago. An agency personnel manager said the number of job applications dropped by more than 50% during January and February over a year ago. During 1958, he noted, job applications jumped one-third over '57.

George Pylkas, of Cadillac Associates personnel agency, said activity was "slow" this month, and added that only about 10% of the job-seekers on his list were unemployed at present.

"People with backgrounds in consumer durables are hardest hit," he said, due to the recent sales slump in that area. "The pendulum is swinging toward men with merchandising and sales promotion background," he added. "This is especially true in soft goods and foods."

■ An increase in traffic was noted by Cliff Knoble, of Drake Personnel, but he said this may be due in part to his company's increased promotional activities.

He emphasized that an acute shortage of men able to handle technical and industrial advertising exists. The trend in salaries for this area is upward, he said, adding that "higher-bracket personnel in these fields are almost non-existent."

Cleveland

Kirk C. Tuttle, vp and Cleveland manager for Fuller & Smith & Ross, commenting on employment in advertising, said "over-all employment of account executives and copywriters is holding steady here, with a promise of upturn. With increased activity of new and old clients, the market for higher-price creative and service skills has been active. We have acquired people with specialized experience in merchandising, certain consumer goods, and industrial engineering."

Melba Oliver, of Melba Oliver Specialized Personnel Service, said, "The outlook is the best in eight months. We're getting more calls for account executives, copywriters, tv and radio people, in the $8,000 to $10,000 class. A Texas company just asked us for a $10,000 man for electronics advertising. Nearly all requests are for special talents. It's difficult to place beginners. We don't meet many $18,000-and-up people looking for jobs. That's top bracket pay as far as we're concerned."

Viola Pender, of Bell Vocational Service Co., commented that "It's not as good as a year ago. But the top people can get jobs. About 90% of our registrants are working. We've just received a call for an account executive in consumer goods. Most requests are in the foods field. Men from 28 to 35, if they're seasoned, seem to have the best chance."

Minneapolis

Advertising unemployment in Minneapolis is not nearly so discouraging as in a number of other

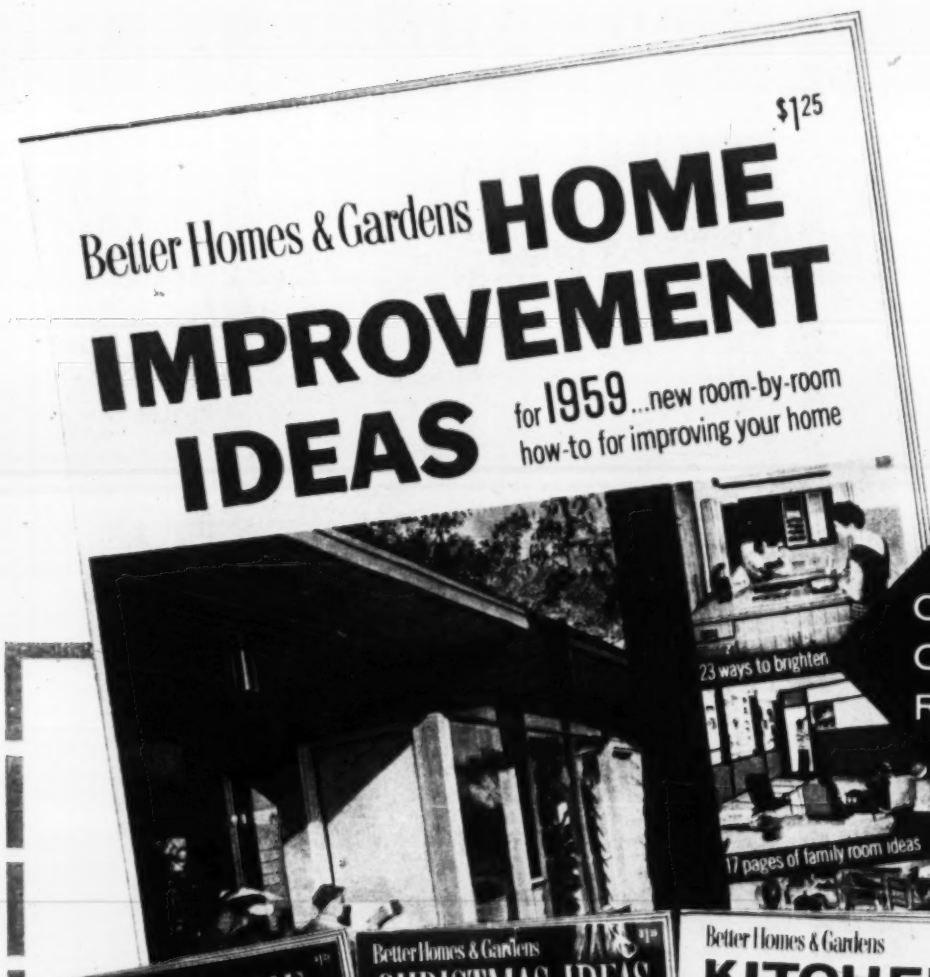
a NEW plus market
The $3 BILLION GOLDEN CIRCLE
Albany – Schenectady – Troy

CHANNEL 13
WAST
ALBANY, N. Y.

THIS NEW STATION
is *engineered* to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of $3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over $615 million; drugs over $72 million! *Exclusive* ABC for most of its coverage. Investigate . . . write, wire or phone today!

Represented by
VENARD, RINTOUL & McCONNELL, Inc.
abc

You reach 'em when they're ready to spend...


Better Homes & Gardens HOME IMPROVEMENT IDEAS
$1.25
for 1959...new room-by-room how-to for improving your home
23 ways to brighten
17 pages of family room ideas

Better Homes & Gardens Idea Annuals are edited for men and women who are focusing their interests on one special area of the home. Each annual – and there are six – is an extension of Better Homes & Gardens, with BH&G's special genius for helping readers turn their dreams into action via ideas. Exciting, attainable ideas. Advertising pays off in this stimulating, you-too-can-have-it atmosphere.

CLOSES: JUNE 15, 1959
ON SALE: AUGUST 20, 1959
RATE BASE: 165,000

Here's the newest of the BH&G Idea Annuals—especially timely this year when the trend of interest in home improvements is again on the upswing.

Better Homes & Gardens HOME FURNISHINGS IDEAS
Better Homes & Gardens CHRISTMAS IDEAS for 1958
Better Homes & Gardens KITCHEN IDEAS 1959
Better Homes & Gardens HOME BUILDING IDEAS
CONDITIONING HEATING FINANCING
Better Homes & Gardens GARDEN IDEAS 1960

Closes: July 15, 1959
On Sale: September 22, 1959
Rate Base: 450,000

Closes: August 14, 1959
On Sale: October 20, 1959
Rate Base: 550,000

Closes: October 15, 1959
On Sale: December 22, 1959
Rate Base: 225,000

Closes: November 16, 1959
On Sale: January 19, 1960
Rate Base: 165,000

Closes: December 15, 1959
On Sale: February 18, 1960
Rate Base: 135,000

MEREDITH OF DES MOINES...

America's biggest publisher of ideas for today's living and tomorrow's plans

WTRF-TV STORY BOARD

Two actors met on the street for the first time in years. "What have you been doing lately?" asked one.

"I've developed a sensational new act," replied the other. "I now do cartwheels on one hand while holding a two-edged knife between my teeth."

The first vaudevillian was impressed. "I never heard of such an act in my life. Isn't it dangerous? Couldn't you cut yourself?"

"Couldn't I cut myself," echoed the daredevil. "I suppose right now you think I'm smiling!"

● A spot program on WTRF-TV will put a smile on a sales manager's face without benefit of cutlery. Two million people with a spendable income of $2½ billion annually live and look and listen in this prosperous 36-county WTRF-TV area. The George P. Hollingbery Company will tell you more.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

advertising centers, according to advertising personnel men and placement agencies here.

Stuart Walker, owner of Walker Employment Service, said, "We're seeing fewer applications than a year ago, but we're placing more.

"The inexperienced men and beginners are having the most trouble being placed. We have a definite demand for the qualified $12,000-and-up man, but employers are setting up more rigid specifications in their hiring."

Most in demand, Mr. Walker said, are food copywriters and account executives. Hard lines people, too, are coming more into demand, he said.

■ George Alarik, at the Minneapolis office of Batten, Barton, Durstine & Osborn, said, "The market is tight, but it's stable. The business here hasn't nearly the rate of employment turnover as in Chicago or New York.

"But generally there seems to have been a belt-tightening in Minneapolis operations."

Norman Best, general manager of Campbell-Mithun, said, "There's no surplus of people and there are relatively few applying. We have two openings right now for men with high grade potential.

"We certainly differ from Chicago in the clerical help situation," he said. "Here in Minneapolis it's easier to get, and there's more of it."

Houston

Unemployment is not a big problem in Houston at any level, in the advertising profession, a survey indicated.

"There are the usual number of people who have moved here from out of town and are looking for jobs in the advertising field," said Malcolm Cummings, of Boone & Cummings agency.

"None of the major local agencies that I can think of has had any major changes. There is no big problem where qualified people are concerned."

An executive in charge of the Houston branch of a national agency said that unemployment among advertising people is "no serious problem. There are the usual number of mid-term graduates looking for work in advertising," he said. "Other than that I don't know of very much unemployment."

■ Much of the advertising business in the Houston area is either industrial or retail, since Houston is the center of the oil equipment industry. Thus the need for creative personnel and copywriters in the drugs and toiletries field is minimal.

Because of the rapid and continual growth of the city (50% increase in population in a decade), the whole advertising field is continuing to expand, and this has helped to keep account executives, copywriters and other specialists busy.

St. Louis

Personnel officials at St. Louis' two largest advertising agencies said today that there is no noticeable increase in unemployment in the St. Louis area.

In fact, Phil Smith of Gardner Advertising Co. said that there is a shortage of highly-qualified advertising men with five years or more of experience.

He added that several of the agency's clients have asked his aid in finding capable and responsible men who could qualify for positions of importance.

Edward L. Zimmerman, of D'Arcy Advertising, did not agree on the shortage question. He stated that D'Arcy receives applications from other markets and has not noticed a shortage in any phase of the advertising profession with the exception of clerical help.

Both officials agreed that the slight increase in number of applicants is "seasonal" and for the most part are young men and women seeking trainee positions.

San Francisco

San Francisco seems to have become the "mecca" of advertising job seekers, with as many as 20 to 25 applicants available for every single job opening.

Employment agencies which specialize in advertising and marketing personnel, as well as the San Francisco Ad Club, which helps to find jobs for its members, agree that "far too many people in the East think of San Francisco as the well-nigh perfect place to work.

"The result," most people contacted report, "is that agency executives here are almost constantly in an 'employer's market' and are able to choose the very best man from long lists of job seekers."

The average salary offered for those jobs which do open up is in the $400 to $600 a month range, with only an occasional "plum" of $700 a month for admen of three to five years' solid experience.

■ Along with the influx of easterners who want advertising jobs in San Francisco, is the problem that "more and more young college graduates want to get into advertising work. However, younger men with only two or three years of experience find it very difficult to locate jobs here."

As contrasted with a pattern in the East, very few San Francisco agencies carry on in-the-agency training programs and often when a job opens up, an out-of-towner gets it in preference to local people with lesser experience.

One employment agency owner frankly tells ambitious young San Franciscans: "Go to New York, work there in an agency for two or three years and you'll find it much easier to land a good job right here where you want to work."

Agency openings in San Francisco are "few and far between" and usually arise not as a result of mergers or poor business, but because of personnel shifts between agencies.

Los Angeles

There is not very much unemployment in the Los Angeles ad field. In fact, there is more hiring than firing, and capable people have little trouble getting located.

Helen Edwards, who heads a personnel agency, says there is actually a shortage of good copywriters, creative directors and top art directors.

The Mary Murray Agency reports an abundance of qualified radio and television personnel is available. This has been true for about a year and a half. The explanation given for this is that as television matures, agencies, networks and stations are learning they can handle more volume with fewer people than in the early days.

■ Erwin Wasey, Ruthrauff & Ryan reports no change in the number or type of job applicants over the past two or three years.

Records of the Western States Advertising Agencies Assn., which issues a weekly bulletin on available personnel, indicate slightly fewer people looking for placement.

Nelson Carter, Foote, Cone & Belding, says there are fewer people coming in than there were six months ago. Good creative people are very scarce, a situation which has been true for some time, he said. #

American Machine Will Broadcast Stockholder Meeting

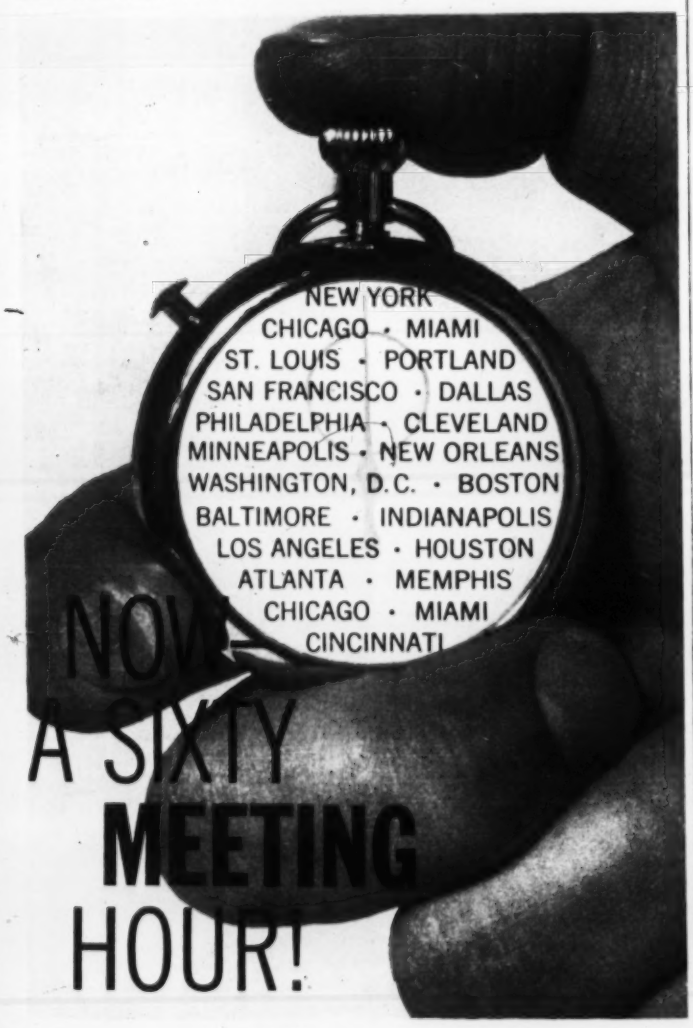
American Machine & Foundry Co., New York, will bring what is believed to be the first broadcast of an annual stockholders meeting to a nationwide audience on NBC Radio April 21. Recorded segments of the afternoon meeting will be presented in a 25-minute program that evening so that AMF's 22,000 stockholders may receive first-hand information.

Rockford Publisher Changes Company Name

Winnebago Newspapers Inc., publisher of the *Morning Star* and *Register-Republic*, Rockford, Ill., has changed its corporate name to Rockford Newspapers Inc. No change of ownership is involved.

Allen Joins Kreer & Co.

Robert W. Allen, for the past six years operator of Madison-Allen, Chicago, has been named vp and account supervisor of Henry B. Kreer & Co., Chicago. The Madison-Allen operation will be integrated into the Kreer agency.



Imagine 60 sales meetings at one time! Or 80! Or 150! But only *one* program to prepare, *one* set of speeches, *one* appearance. Your sales manager meets your entire sales organization, demonstrates sales techniques, answers questions from the floor. AND DOES IT ALL RIGHT FROM THE HOME OFFICE! How? TelePrompTer Corporation makes it possible through large-screen closed-circuit television.

Our Group Communications Division, acknowledged leaders in this field, provide the latest equipment, technical personnel, talent and complete programming . . . even to the writing of the speeches. Our clients include Ford Motor Company, General Electric, Liberty Mutual, Heinz and many others. We'll be happy to discuss how closed-circuit television can be applied to your specific problems.

TELEPROMPTER CORPORATION

Originators of

GROUP COMMUNICATIONS SYSTEMS AND TECHNIQUES

311 WEST 43 ST., NEW YORK 36, N. Y.

LOS ANGELES • WASHINGTON, D.C. • CHICAGO • HUNTSVILLE, ALA. • TORONTO • LONDON

ANOTHER COMMENT ON

COLOR

IN THE BUFFALO EVENING NEWS

EMIL WELTZ, Managing Director of the Photo-Engravers Board of Trade, New York said:

"Your color insertions in The Buffalo Evening News are, by far, among the best finished results I have seen."

We receive many such compliments on full-color advertising in The Buffalo Evening News. Write for tear sheets showing how News color can heighten interest in your sales story.

In the steadily growing Western New York Market of more than 1,600,000 people only THE NEWS offers ... **FULL color ... FULL coverage ... FULL six days per week.**

BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

the new york

new car market profile

In the New York metropolitan area there are 2,860,000 households owning 3,320,000 private cars. **Of these, 1,770,000 households bought cars new**—62%, far above US average!

This item is one of the significant facts found in the new Profile of the Millions—2nd Edition. There is also new data on car ownership by price class, model, make, new and used; compiled with newspaper readership, showing the exact share of the market each New York City newspaper holds.

The News reaches more new car buyers than any other newspaper—gives you best coverage in the best automobile market!

Profile can give better direction to your metropolitan marketing program, save time and effort. Call any New York News office.

The Daily News has 1,860,000 adult readers in new car owning households

70,000 *more* than all other morning papers combined
360,000 *more* than all evening papers combined
1,100,000 *more* than the Mirror
1,220,000 *more* than the Times
1,250,000 *more* than the Journal-American
1,340,000 *more* than the World-Telegram & Sun
1,470,000 *more* than the Herald Tribune
1,490,000 *more* than the Post

Source: Profile of the Millions—2nd Edition

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4—3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

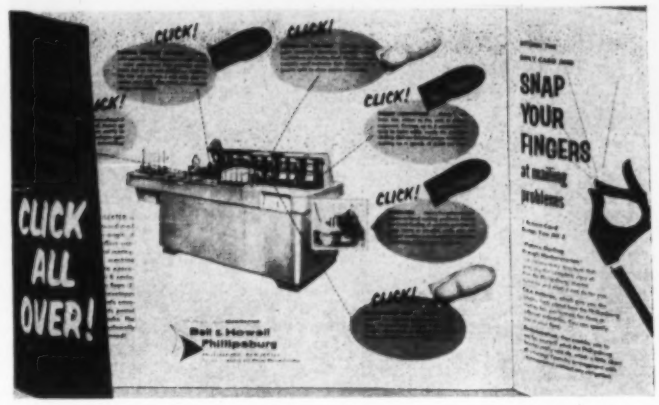
Man Alive!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

Merchandising Ideas

Booklet Gives Beer Data • The profit potential of six-pack beer for food stores is the theme of a new booklet published by Container Corp. of America. Entitled "Me and Marvac Pick Six-Pack Beer," the booklet presents data on beer merchandising and offers suggestions for improving beer display and merchandising techniques. (Marvac is a fictitious digital computer.) Copies of the easy-to-read, illustrated booklet are available from Container Corp. of America's beverage packaging department, 99 Park Ave., New York.

Edison Passes 2,000,000 Mark • Chicagoans Mr. and Mrs. Frank Flynn received a pleasant surprise March 17 when they were informed they had become the 2,000,000th customer of the Commonwealth Edison-Public Service Co. system. Mr. and Mrs. Flynn had ordered electric service for a new home into which they moved March 20. They were among 120 customers added that day by Edison. In addition to an award of air conditioning equipment for their entire home, they also received electrical gifts from Hotpoint Co.; General Electric Co. and R. Cooper Jr. Inc., GE distributor; Westinghouse Electric Corp.; Sunbeam Corp.; Dormeyer Corp. and the Toastmaster division of McGraw-Edison Co. The gifts were presented March 23 by John W. Evers, president of Commonwealth Edison Co., and J. G. Van Keuren, a member of the Illinois Commerce Commission.

The Edison system, which began this year with 1,990,700 customers, says it has become the second utility in the country with 2,000,000 customers.



CLICK! CLICK! CLICK!—*Bell & Howell Phillipsburgh Co., Phillipsburgh, N.J., used six metallic "crickets" slotted into the colorful promotion piece above to promote six major features of the Phillipsburgh inserter, a machine designed to automate mail processing. Philip I. Ross Co., New York, is the agency.*

White Satin Boosts Oregon • White Satin Sugar Co., which operates Oregon's only sugar refinery at Nyssa, is promoting the Oregon Centennial Exposition & International World Trade Fair with individual serving packets of sugar to be distributed in many states via restaurants, hotels and trains. On one side of the packet is the invitation: "Be sure to visit Oregon's Exposition—1959 Oregon Centennial." On the other is the White Satin trademark. White Satin also has developed a new recipe for cake frosting, "Oregon Birthday Frosting," in honor of the centennial. The frosting features White Satin sugar, flavorings, marshmallows, and eggs. Copies of the recipe are being distributed through all Oregon grocery stores.

Harry Moss, White Satin Oregon sales manager, said the promotion is designed to let grocers help promote the centennial and become part of it. The company will have a large exhibition at the centennial and will maintain an information booth along the highway near its plant. In addition, advertising in all media will help promote the centennial. Pacific National Advertising Agency, Portland, is the White Satin agency.

MISS WHITE SATIN—*Sharron Larson, Miss White Satin, displays packets of White Satin sugar arranged in an outline of Oregon, used to promote Oregon's centennial.*

Bank Gives Baby Gifts • Seeking an appropriate way to mark its 110th anniversary, Detroit Bank & Trust Co. adopted a suggestion of its new agency, Ross Roy Inc., that a small birthday token be given babies born March 5, the anniversary date. President Raymond T. Perring said the bank would open a pass book with $110 credit for the first baby in its service area born on the day, and would give $5 books to all others born that day. A check after the event showed a photo finish, with two babies clocking in at 12:01 and 157 more qualifying for the $5 gifts. Mr. Perring graciously picked up the double tab and visited the hospitals where the first place winners were born, presenting duplicate $110 awards to the two mothers. #

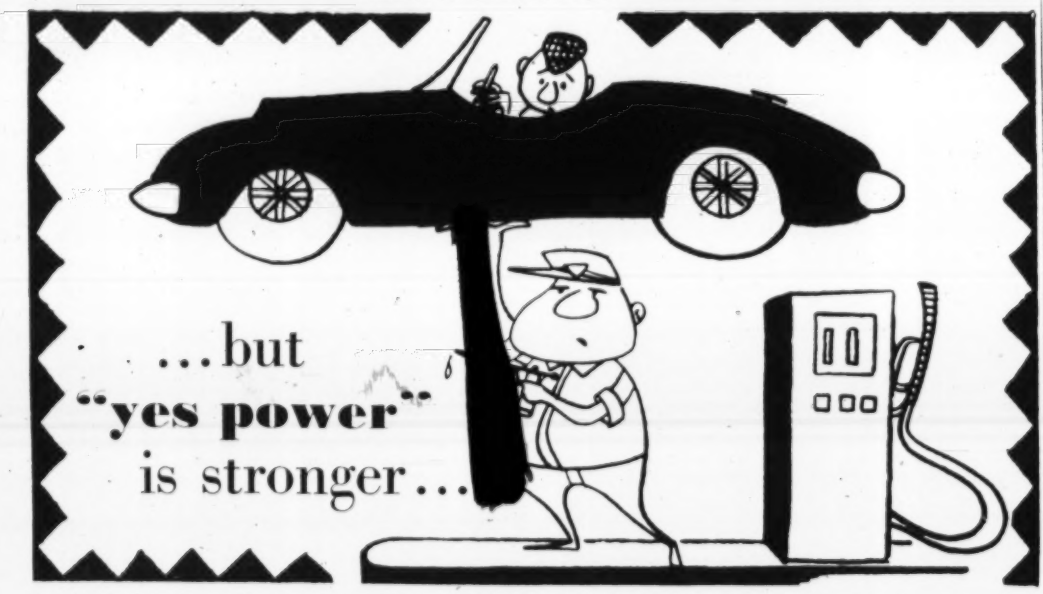
Breen Joins Schaller Agency

J. Quentin Breen has joined William Schaller Co., West Hartford, Conn., agency, as an account executive. He previously was manager of the sales development department of the Phoenix of Hartford Insurance Companies.

Words Have Feelings, Too

Here Type Can SERVE You

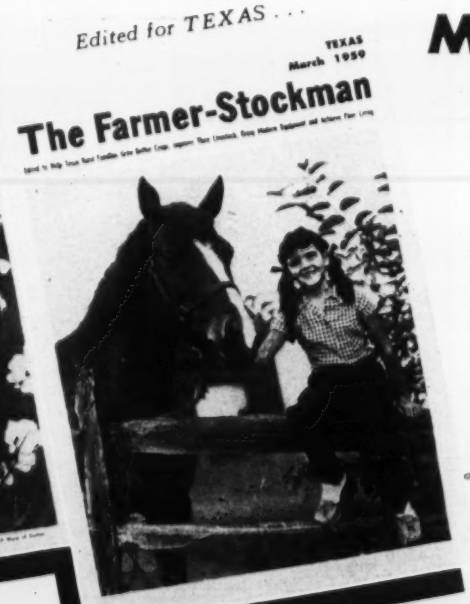
J. M. BUNDSCHO, INC., *Advertising Typographers*
180 North Wabash Ave • RAndolph 6-7292 • Chicago 1



Commercial Advertising Lineage in The Farmer-Stockman for the first two months in 1959—UP 64% over 1958!

Edited for OKLAHOMA . . .

Edited for TEXAS . . .



MARCH LINEAGE UP 84%

Business is good in the Southwest! More and more advertisers are using The Farmer-Stockman to increase their sales in this area.

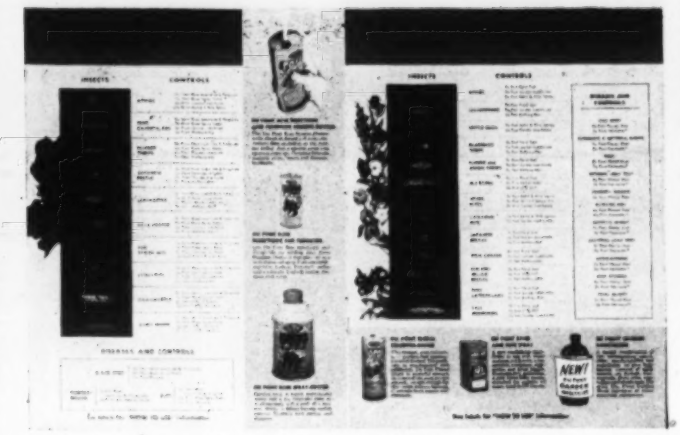
You, too, can take advantage of this opportunity. Call, wire or send your space reservations today!

CIRCULATION
is up to
436,476
paid subscribers,
also an all-time high!

OFFICES
400 N. Michigan Avenue, Chicago 11, SUperior 7-6145
420 Lexington Avenue, New York 17, MUrray Hill 4-3340
4321 N. Central Expressway, Dallas 5, LAkeside 1-3121
500 N. Broadway, Oklahoma City 1, CEntral 2-3311

The Farmer-Stockman
OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director



GARDEN GUIDE—*This is the opening spread in an eight-page, full color ad in the May issue of Flower Grower, showing which Du Pont chemicals to use to control garden insects and diseases.*

Multi-Page Trend Blossoms; Du Pont, Wiss Set 'Full Treatment' Ads in 'Flower Grower'

NEW YORK, March 31—What may well be a trend toward the "full information" advertisement in special interest publications is exemplified in the May issue of *Flower Grower*.

E. I. du Pont de Nemours & Co. is running an eight-page garden clinic guide in the issue, while J. Wiss & Sons Co. has scheduled a six-page pruning guide. Both companies have built up extensive merchandising campaigns around the ads.

The Du Pont ad, in four colors, shows garden pest and disease problems likely to be encountered during the year and then points out the various Du Pont chemicals to counter each problem. Announcements to the trade began last October, and included mailings to retailers, merchandising to company salesmen and wholesalers, and trade advertising.

Batten, Barton, Durstine & Osborn is the agency.

■ The Wiss multi-page pruning guide insert offers "tips and tools for pruning, trimming and lawn care." Poster reprints are being mailed to 32,000 hardware and garden retailers, and reprints of the ad will be available to dealers for use as point of sale pieces.

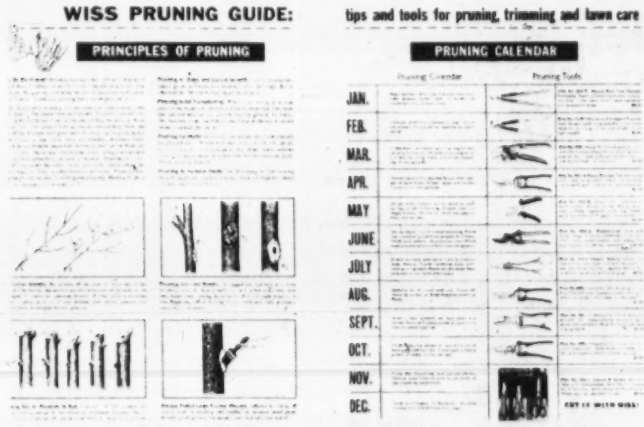
Other examples of such "full information" ads running in dominant interest books include a 12-page power tool guide run recently in *Popular Science*, as well as a Honeywell heating guide in the same publication. #

Lynch & Hart Gets 2 Accounts

Ashby Metal Forming Corp., and the Matrix division of Johnson-Stephens & Shinkle Shoe Co., both of St. Louis, have named Lynch & Hart Advertising, St. Louis, as their agency.

'Redbook' Boosts Eyes

Redbook, New York, has promoted Raymond Eyes from grocery products sales manager to eastern advertising manager, a new post.



PRUNING GUIDE—*This is the opening spread in a six-page b&w pruning ad which J. Wiss & Sons Co. is running in the May issue of Flower Grower.*

Brylcreem to Give Away 10 Cars in Canadian Contest

Ten red MG sports cars will be given away this spring in a Canadian nationwide contest sponsored by Harold F. Ritchie & Co. Ltd., Toronto, maker of Brylcreem hair dressing. The contest will be promoted on five tv shows sponsored by Brylcreem in Canada.

Douglas Turner Inc. Bows

A new agency, Douglas Turner Inc., has been formed at 11 Commerce St., Newark. Douglas Turner, president, was previously a vp and member of the plans board of Carpenter-Proctor, Newark.

James Joins Patterson

Patterson Publishing Co., Chicago, has appointed Daryl L. James Jr. district manager for advertising sales on *American Restaurant* and *American Motel*. Mr. James formerly was northern California manager of Simpson-Reilly Ltd., publishers' representative, where he represented Patterson publications.

Paul Joins Mel Richman

Thomas J. Paul, formerly an account executive with N. W. Ayer & Son, has been named director of sales of Mel Richman Inc., Philadelphia, applied arts company.

Eisner Opens Own Agency

William Eisner has opened his own agency under the name of William Eisner & Associates, with offices at 176 W. Wisconsin Ave., Milwaukee. Mr. Eisner formerly was vp and creative director of Carl Nelson & Associates, Milwaukee.

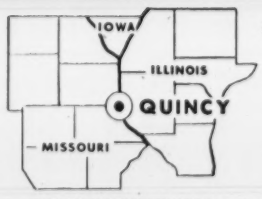
AD SCHEDULES OF COMPETITORS
- '59 Blue Book spans 4 yrs. through 1958 . . . 10,000 firms. $35
- Red Book 20 . . . 1958 only. Another 25,000 firms. $35

Write: V. H. VanDiver, Sr., BRAD-VERN'S REPORTS, Woolford, Md.
Phones: Cambridge 171 and 2980

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET
Qualifies as a Major Midwest Test Market

ONE OF AMERICA'S FINEST 1-STOP SHOPPING CENTERS OPENS IN QUINCY. Quincy's biggest market news is the 29-unit, multi-million dollar, Casto Shopping Center recently opened—a big plus when you buy the rich 333,000 Quincy Tri-State Market. Write for details.



ONE NEWSPAPER WIDE

THE QUINCY HERALD-WHIG
HAL CULP, Advertising Manager • Phone BA 3-5100
Represented by The John Budd Company
50,111 ABC CITY ZONE POPULATION

MAXIMUM IMPACT

AT POINT OF PURCHASE TV TIPS

TV TIPS, the nation's newest and most unique weekly television program listing magazine, takes the guess work out of your coupon and contest advertising campaign.

Short of personally placing your promotional offer individually and selectively in the consumer's hand, no other method of distribution can do so much for your product, so inexpensively, so simply and yet so effectively.

Distributed exclusively through the leading chain and grocery stores on a contract basis as a free service of the store to the customer, TV TIPS goes directly into the hands of the very people you want to reach in the store where your coupon advertised products are displayed and sold. Hundreds of thousands of the actual "buying public" will receive your advertising message or offer every day.

When the success of your promotional campaign is dependent on successfully reaching a maximum number of people who *must* respond . . . . . you want a *sure* method of introducing new products, winning new customers and increasing sales volume . . . Eliminate the guess work with TV TIPS, a bold, new concept in coupon and product selling; "Maximum Impact at Point of Purchase."

For more information on advertising rates and space availabilities contact; Publisher's Representative's: Richard A. Feldon Co., 205 E. 42nd St., N. Y., New York and Dale McCutcheon Co., 154 East Erie St., Chicago, Ill.

Published by TV Publications, Inc., 907 Prudential Building, Jacksonville, Florida

TV PUBLICATIONS

Campbell to Arvida Corp.
W. Bailey Campbell, formerly with Simon & Gwynn Advertising, has joined Arvida Corp., Miami real estate company, as advertising manager, a new post.

Wood Changes Name, Moves
A. J. Wood & Co., Philadelphia, has amended its name to A. J. Wood Research Corp. and moved to larger quarters at 42 S. 15th St.

Glander Joins Johnstone
John G. Glander, for the past three years an account executive with *Vogue*, has joined Johnstone Inc., New York, as merchandising and sales director, a new post.

WANTED
NATIONAL REP.
Growing California Daily—Circulation 17,000
Write Box 478, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

SUDSY—*Elizabeth Arden is running newspaper ads to introduce the Aqua Spray shower. The new product consists of a plastic shower head and special shower pellets. The pellets are inserted into the shower head, then dissolve in the water, resulting in a soapy spray of softened, scented water. The company is placing direct.*

American Can Finds Bigger Proportion of Beer Drunk at Home

NEW YORK, March 31—American Can Co. has released results of its latest study on home consumption of beer.

It brings out these facts:

- Off-premises use in 1958 accounted for 60% of total beer volume. In 1949, only 45% of total volume was for off-premises use.
- Of all beer consumed off premises in '58, 47% was in cans, 46% in returnable bottles, 7% in no-deposit bottles.
- Although over-all per capita consumption by persons of beer-drinking age continued to decline in the 1949-'58 period, it actually increased 22% in the home market. Per capita home use rose from 12 to 14.7 gals., while on-premises use dropped from 14.6 to 10 gals.
- The Middle Atlantic states had the highest proportion of beer drinkers—60.9% of adults. In the South, only 30% were found to be beer consumers.
- Increasing supermarket purchases indicate more women are buying beer. Food stores of all kinds plus package stores sell 74% of home beer.
- Can buying in units of six has doubled in ten years.
- Beer cans last year were used to package 30.3% of total American beer production for both on and off-premises use, and 38.1% of all packaged beer. In '49 cans accounted for only 19.3% of packaged beer. #

From the House of Ideas...

IDEAS THAT SELL... at the point-of-sale

FLUORESCENT ATTRACTION...WITH ACTION

A leaping oil can animates this impulse-sale stimulator for Shell Oil. The X-100 can, jumping on motor activated springs, draws eyes to a quick message emphasized by fluorescent colors. Raised by a box base above any surrounding items, here's a display that stands out in service station windows. For displays with action to attract and activate consumers, call Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

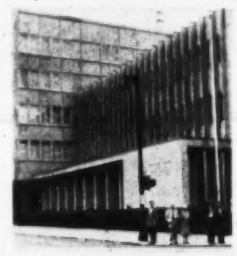
Desirable territories available for experienced men. Write for details.

Sell **LOUISVILLE*** for all it's worth!

Louisville Business Growth Outstrips National Average

LOUISVILLE, KY.—Louisville's business growth the last 13 years has far surpassed the national average, a recent U.S. Commerce Department survey reveals.

In eight of 13 categories of business operation surveyed, Louisville has shown greater increases than has the nation as a whole.



New Federal Reserve Bank in Louisville

The survey showed Louisville's comparative growth in four categories this way (Louisville average first, U.S. average second):

Value added by manufacturers of goods produced, 129% to 94.8%; manufacturing employment, 36.8% to 20.2%; industrial payroll, 121.9% to 72.1%; and freight and express carried by airlines, 223.9% to 151.7%.

Louisville's advance in population (up 18%), total employment (up 22%), manufacturing (up 28%), and personal income (up 62%) also beat the nation's average in the 1947-1957 period.

**A major, Midwestern industrial market in the Ohio River Valley—the Ruhr of America—where one daily newspaper combination reaches 9 out of every 10 families.*

The Courier-Journal
THE LOUISVILLE TIMES
392,839 DAILY COMBINATION • 311,703 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

"I couldn't afford to be without Ad Requirements"

Chester D. Palmer
Advertising Manager
Johnson Motors

Johnson MOTORS
A DIVISION OF OUTBOARD MARINE CORPORATION

Advertising Requirements Magazine
Advertising Publications, Inc.
200 E. Illinois Street
Chicago 11, Illinois

Dear Sirs:

I can say quite frankly that I have not only enjoyed Advertising Requirements for the past few years, but have found it increasingly useful in my work. It is passed along to every man in my department, and my immediate assistant takes it home with him, marks it up and sends it back to me with his comments. In short, anyone in my job couldn't afford to be without this publication.

Johnson Motors has a direct dealer organization, therefore its advertising department performs many, many functions virtually as the advertising department for individual dealers across the nation. This means that we must keep up with all marketing trends, and particularly with specific ideas and gimmicks that can be used to advantage by local advertisers. In other words, the problem of the man in Portland, Maine, is as important to us as that of the man in Portland, Oregon. So, you see, our need for ideas goes far beyond those which only affect our national ad campaign.

And, in this tremendously growing marine business, there are really no set patterns. Any help we can get is always welcome--and that's the particular reason why we welcome Advertising Requirements to our desks every month. Thanks for giving men like me a really practical magazine of our profession.

Sincerely,
Chet Palmer
Advertising Manager

Chester D. Palmer
CDP:nl

Mr. Palmer and Johnson Motors are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising Requirements.

Johnson Motors spends about $2,750,000 annually for company-sponsored newspaper and magazine advertising, as well as for a variety of promotional aids made available free of charge to its 3,800 dealers. These include theatre films, recorded commercials for radio, filmed commercials for television, newspaper mats, and a number of direct-mail pieces. About 900,000 copies of the firm's illustrated catalog are distributed each year, in addition to 2,500,000 copies (in English) of a smaller illustrated folder, which also lists specifications and details of the Johnson line. The "line folder" is printed in French, Spanish, German and Canadian English, too, for foreign distribution.

With the goal of establishing each Johnson dealer as "Mr. Outboard" in his community, the motor concern makes available for purchase a selection of outdoor signs, instore identification, decals, and a host of novelties—lighters, men's jewelry, pencils, pens, sweaters, caps, shirts, etc.—all bearing the Johnson Sea-Horse emblem. Early in 1959, the company launched (also for purchase by dealers) a direct-mail program composed of a monthly magazine, "Water Ways," featuring boating news and personalized to suit the advertising needs of each dealer.

Advertising Requirements / Workbook of Advertising & Sales Promotion
200 E ILLINOIS ST • CHICAGO 11, ILL
PRINTING, PAPER & PLATEMAKING • DIRECT ADVERTISING • LAYOUT & TYPOGRAPHY • AUDIO & VISUAL AIDS • SHOWS & EXHIBITS • SIGNS & DISPLAYS
PACKAGING & LABELING • ART & PHOTOGRAPHY • PREMIUMS, PRIZES & SPECIALTIES

EXEMPLAR—*Leon Morgan shows a life mask of Pavlova to Irina Borowska, prima ballerina of the Ballet Russe de Monte Carlo.*

Versatile Adman . . Leon Morgan

When Leon Morgan, who last year became president of Buchen Co., Chicago, was 17, he witnessed a performance of "The Firebird"; he has been a balletomane ever since. This gives his avocation considerably longer standing than his vocation, for he had a number of occupations before becoming an adman (in the '20s he was a professional barnstormer, but he left this colorful branch of aviation when the influx of pilots into the field ruined prices).

The "Firebird" program was preserved in young Morgan's dresser drawer; in the 40 years since, it has been joined by more than 4,000 additional programs, books, paintings and other items of ballet lore, forming one of the outstanding ballet collections anywhere. (It long ago outgrew the dresser drawer.)

Included in the mass of material are the programs of every Diaghilev ballet staged in Paris, a group of scenarios for ballets produced at Versailles in 1600, and mementos of practically every top ballet performer. Mr. Morgan estimates the cost of the collection at about $50,000.

To get it, he has haunted many a bookstore—in the U.S. and abroad. And his face is a familiar one among ballet aficionados at performances in Chicago and New York. #

BACKSTAGE—*At a rehearsal Mr. Morgan chats with Tatiana Grantzeva, ballet mistress of the Ballet Russe de Monte Carlo.*

CONNOISSEUR—*An interested visitor at Mr. Morgan's office, where his collection is kept, is Alan Howard, premier danseur of the Ballet Russe.*

From the House of Ideas...

IDEAS THAT SELL . . . at the point-of-sale

CHICAGO SHOW
PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

COMPELLING . . . TELLING . . . SELLING

Here's a counter unit that does the whole job. A wobbling arrow jiggles with every air current, drawing eyes to the "finger-flick" action of BVI Automatic Electric Can Openers. Copy plus an electric outlet plaque quickly point up other important features, telling a compelling sales story in seconds. For display ideas to sell your product more effectively, call or write Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

Eight Auto Price Pack Cases Filed in New York

The Justice Department's fight against price rigging in the automobile retailing business has spread to the New York area with the filing of eight criminal cases involving associations of Buick, Chrysler, Oldsmobile, Dodge, DeSoto and Plymouth dealers.

Like cases which were filed previously in Washington and other areas, the New York cases involve charges of "price packing" and other forms of agreement to fix prices.

Earnings of Advertisers

1958 Fiscal Year

Company	Sales 1958	Sales 1957	Earnings 1958	Earnings 1957	Earnings per Share 1958	Earnings per Share 1957
Abbott Laboratories	$ 116,597,663	$ 111,271,153	$ 12,872,595	$ 12,680,552	$3.32	$ 3.30
Amerace Corp.	45,268,751	51,469,746	2,022,324[a]	1,117,882	3.17	1.61
American Smelting & Refining Co.	——[b]	——[b]	17,279,917	24,966,947	2.53	3.94
Anchor Hocking Glass	132,873,829	125,050,522	7,537,234	6,988,421	5.10	4.73
Anheuser-Busch Inc.	331,723,834	293,531,822	10,836,306	9,777,599	2.25	2.03
Borden Co.	915,024,172	931,220,662	24,612,475	23,996,321	5.06	4.94
Borg-Warner Corp.	533,033,188	608,514,099	21,135,260	34,076,578	2.34	3.81
Braniff Airways	69,637,200	62,887,500	2,973,800	1,727,100	1.01	.59
Ekco Products Co.	56,328,184	59,913,209	3,406,772	3,697,054	2.45	2.67
Marshall Field & Co.	217,979,469	219,011,532	7,413,538	7,577,110	3.51	3.56
Ford Motor Co.	4,130,300,000	5,771,300,000	95,700,000	282,800,000	1.75	5.20
James Lees & Sons Co.	68,120,352	73,243,299	3,804,682	3,607,708	4.55	4.30
Lucky Stores	141,512,741	128,671,517	2,478,864	2,147,724	1.43	1.30
Mirro Aluminum Co.	37,534,458	37,149,400	2,464,865	2,139,390	2.37	2.07
Motorola	216,590,325	226,361,190	7,356,213	7,824,431	3.80	4.04
Munsingwear	37,725,589	33,119,178	1,356,221	1,139,693	3.41	2.85
National Biscuit Co.	413,310,224	424,499,033	22,071,894	22,052,473	3.18	3.18
National Dairy Products Corp.	1,451,245,332	1,432,319,287	45,544,602	44,058,352	3.27	3.18
Neisner Bros.	67,086,003	69,633,871	271,602	488,934	.43	.79
Perfect Circle Corp.	30,790,484	31,088,942	2,163,477	2,414,357	2.10	2.34
Revlon	110,363,070	95,174,546	9,688,307	8,999,337	3.75	3.37
Shoe Corp. of America	107,143,286	106,499,167	2,270,531	2,906,278	2.55	3.26
Standard Oil Co. (Indiana)	1,882,441,000	2,029,689,000	117,775,000	151,590,000	3.29	4.27
Texas Co.	2,327,938,837	2,344,176,856	310,167,805	332,303,644	5.31	5.94
Worthington Corp.	184,202,339	191,527,439	7,917,748	9,922,336	4.76	6.32
Wyandotte Chemical Corp.	82,116,603	85,028,009	2,902,642	6,843,077	1.67	2.98

[a] Includes proceeds from business interruption insurance on Pequanoc Rubber Co. fire. [b] Not reported.

HOW DO YOU KNOW WHEN THE MELON'S RIPE?

Anybody can thump a watermelon, but it takes experience to know when it's ripe. Right now, the juicy farm store field is ripe for a publication all its own—*Farm Store Merchandising*. The market's a juicy $22 billion. Wouldn't you like a slice?

For information, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING

THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

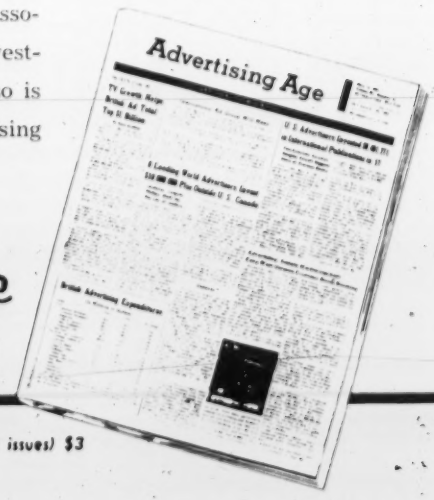
"Ad Age brings the world to my desk"

says **Robert L. Cutler**
Director, International Division
The Buchen Company

"I rely on Advertising Age, more than any other source, to keep me posted on the ever-growing, ever-changing overseas markets. While I cannot be without the special issues on international advertising, I must say that every issue is special to me. Ad Age brings the world to my desk."

An alumnus of the School of Foreign Service, Georgetown University, Mr. Cutler started his career in export with the Coca-Cola Export Corp. After two years in the New York office, he was appointed field representative for Jamaica and Haiti, and later served in Ecuador and Southern Colombia. This was followed by several years as advertising and sales promotion manager for the Inter-American Orange Crush Co.

Mr. Cutler became director of The Buchen Company's International Division in 1953. Started in 1927, the agency's international operation currently handles advertising for about 20 export accounts, including Crane Co., Chain Belt Co., Gardner-Denver Co., Brunswick International C. A. and Barber-Greene Co. Mr. Cutler's professional affiliations include the Association of International Advertising Agencies, which he has served as western vice-president, and the Export Managers Club of Chicago. He also is chairman of the Chicago Round Table of the International Advertising Association.



important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

LARGEST CIRCULATION IN TEXAS!

BOTH DAILY AND SUNDAY

FORT WORTH STAR-TELEGRAM

DAILY
(Morning and Evening Combined)

254,038

SUNDAY

225,297

Source:
ABC Audit Report March 31, 1958

IT TAKES A FORT WORTH NEWSPAPER TO COVER THE FORT WORTH MARKET
. . . 99 WEALTHY WEST TEXAS COUNTIES WITH OVER 25% OF TOTAL STATE INCOME . . . OVER 25% OF TOTAL SALES!

FORT WORTH STAR-TELEGRAM
AMON G. CARTER, JR.,
President and National Advertising Director
LARGEST CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"

Hirsch, Tamm & Ullman Adds Two, Drops 1, Appoints Graf

Hirsch, Tamm & Ullman, St. Louis, has been appointed to handle two new accounts: Fred T. Lowy Linoleum & Rug Co. (midwestern distributor of Sandura Co. rugs and floor coverings) and Orchard Paper Co., St. Louis. The agency, meanwhile, has resigned the account of Heifetz Pickling Co., St. Louis.

Hirsch, Tamm also has named Don Graf, formerly with Universal Match Co., assistant art director.

Washington Potato Men Set Campaign for Frozen Spuds

The Washington State Potato Commission will break a new campaign for frozen potatoes in the April issue of *Institutions* and *Restaurant Management*. The push is aimed at building institutional markets for frozen potatoes. The commission also will use newspapers and the "Today" show for fresh potatoes. How. J. Ryan & Son, Seattle, is the agency.

Hoesl Rejoins Farson, Huff

Mary Hoesl, who five years ago resigned from Farson, Huff & Northlich, Cincinnati, to serve as copywriter with Batten, Barton, Durstine & Osborn, New York, has returned to Farson, Huff. She is a specialist on consumer goods advertising.

Washington Tourism Drive Attracts 45% More Early Queries

OLYMPIA, WASH., March 31—Eleven national magazines are carrying the basic tourist promotion this year for the Washington state department of commerce and economic development, with schedules stretching between February and May issues.

In addition, ten teacher publications in the Midwest and California are being used, plus spot radio on five Los Angeles stations, a May-June newspaper schedule in 35 newspapers in the Midwest and West, and a No. 50 showing on outdoor boards in the Los Angeles market, starting June 10.

The promotion is not the largest that Washington has undertaken to draw tourists, but initial response to advertising has been exceptionally strong. H. Dewayne Kreager, director of the department of commerce and economic development, reported in mid-March that inquiries for tourist folders and information are running 45% ahead of the same period last year.

Color advertising is used in these magazines: *Coronet*, a page in March; *Holiday*, a page jointly with Oregon and British Columbia; *National Geographic*, also jointly with Oregon and British Columbia in March, plus a b&w half-page for Washington in April; and *Reader's Digest*, half-page color bleed in February and April. In addition, b&w fractional pages are used in *Better Homes & Gardens*, *Charm*, *Ladies' Home Journal*, *Mademoiselle*, *The New Yorker*, *Redbook* and *Today's Health*.

New Fun - New Faces - New Places in '59
You'll find all these if you pick WASHINGTON STATE for your '59 holidays, plus loads of fun getting here. And we're not so far off, either. Check with your favorite travel agent, line up a gal friend and plan now to come. See Washington State's summer spectaculars: Seattle's Seafair—true western thrills day and night—July 31-August 9; Grand Coulee Dam, night-floodlighted to a fairyland of beauty. There's romance for you in our big, new and exciting West!
WASHINGTON STATE
Washington State Dept. of Commerce
Gen'l. Administration Bldg.
Olympia, Washington C-2
Please send your free vacation folder to:
Name
Address
City State
(PLEASE PRINT CLEARLY)

FUN, FACES, ETC.—*Tourists will be wooed by Washington state with ads pushing new fun, faces and places idea in the March Mademoiselle and the April Charm.*

■ Copy for *The New Yorker*, handled on an experimental basis, stresses getting away from crowded areas. One headline offers "Escape from togetherness!"

APARTHEID—*This ad in The New Yorker seeks Washington state tourists with an "escape from togetherness" theme.*

In another for *The New Yorker*, copy suggests: "To get away from that hemmed-in, bumper-to-bumper super-togetherness life you're living, come to Washington state for your '59 vacation. We've got loads of elbow room."

How. J. Ryan & Son, Seattle, is the agency. ≡

Medipac Sends Journals to Back-Country Doctors

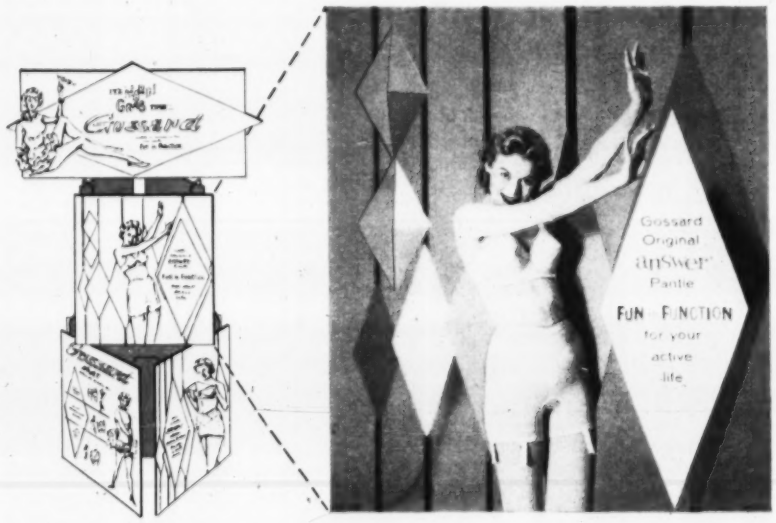
Operation Medipac has begun operations with a shipment of U. S. medical journals to physicians and hospitals in the Sudan, via Pan American's 707 jet transport. The program is designed to provide up-to-date medical information for doctors in underdeveloped countries. Journals, textbooks and other medical literature are being donated by pharmaceutical companies.

The program was initiated by Mike Jeter, of Roussel Corp., and Dr. Harry Hoffman and Mort Katz, of Hoffman Advertising, in collaboration with Dr. Peter Commanduras of MEDICO (Medical International Cooperation). Further information on the project can be obtained from Hoffman Advertising, 370 Lexington Ave., New York.

Gaines Joins Antell

William H. Gaines, formerly with Colgate-Palmolive Co., has joined B. T. Babbitt Inc., New York, as general sales manager of the recently acquired Charles Antell division.

From the House of Ideas . . .



IDEAS THAT SELL . . . at the point-of-sale

CHICAGO SHOW
PRINTING COMPANY
CHICAGO • NEW YORK
and other principal cities

COLOR . . . GAIETY . . . ADAPTABILITY

Here's a display adaptable to any space available. A gay "Mardi gras" promotion for Gossard is highlighted on a series of multiple-use placards in eye-catching full color. Stiff wire spacers inserted into the corrugations of the cards allow arrangement to fit an infinite variety of display situations. Balloons and serpentines make the feel of festivity complete. For an equally imaginative approach to *your* merchandising, call Chicago Show, 2635 N. Kildare, Chicago 39, SPaulding 2-1600.

Desirable territories available for experienced men. Write for details.

Read-Me-First
power of four color process pictures on your ENVELOPE
(and letterheads, too!)
FREE KIT when requested on business letterhead
Top quality . . . bottom prices
Colortone Press
Color Stationery Specialists
2412-24 17th St. N.W., Wash. 9, D. C.

New Test for TV Ads Tells 'Active Response' of Viewer

NEW YORK, March 31—Psychological Corp. has developed a new service to measure the effectiveness of tv advertising.

Called the "active response test," the service reports the reaction of viewers to tv commercials.

The reaction is gleaned in a 12 to 15-minute telephone interview conducted within 24 hours after a commercial has run.

Reactions are broken down, broadly speaking, into two groups —active and passive. An effective commercial is one that draws a high active response.

■ Dr. Harold Mendelsohn, who is supervising the service, says the test represents a notable advance in tv measurement because it shows clearly how a commercial has been received by a viewer.

It is not enough, he pointed out in an interview, to measure simple recall. "Because a viewer remembered the kind of dress Julia Meade was wearing is no indication at all of the commercial's effectiveness," he said. "Any psychology student who used simple recall as a test of communication effectiveness would get a D for his effort."

The "active response test" used by Psychological Corp. is made up of a series of items to measure such response factors as (1) the psychological effort the viewer expends in retaining the advertising as gauged by several measures of memorability; (2) salience of the advertising for the viewer as reflected by his interests; (3) learning of new facts about the brand or company; (4) emotional reactions stimulated by the advertising and (5) actions endorsed by viewers after exposure to the commercial.

The test produces response scores for each commercial, plotted on a 10-point scale.

■ "This test is designed primarily to differentiate between commercials rather than between individuals," Dr. Mendelsohn explained. For example, the test can be used to test different commercials for the same product appearing on one tv program.

Psychological Corp. is conducting the test on a sample of 2,500 households throughout the country. Dr. Mendelsohn estimates the cost to an advertiser at "roughly $2,200 per commercial." #

Fedders to Airlift 4,800 Dealers to Italy, Mexico

Fedders Corp., Maspeth, N. Y., air conditioner manufacturer, will "airlift" 1,000 people to Italy and 3,800 to Acapulco next fall as part of a sales incentive travel program for its dealers. The trips are based on the number of Fedders air conditioners sold during the year.

Fedders conducted its first travel incentive program in 1951 when 92 people were taken to Bermuda. Last year, 3,500 of its dealers were transported to Jamaica, and 670 went to the French Riviera.

NBC-TV Signs Five Sponsors

NBC-TV, New York, has signed five new advertisers for "Today" and the "Jack Paar Show." Adolph's Ltd. (McCann-Erickson) has ordered 28 participations on the Paar show for its food products starting July 1. W. F. Schrafft & Sons (Richard K. Manoff Inc.) bought 22 participations on the Paar show for its candies starting April 24. The other new sponsors are RCA electron tube division (Al Paul Lefton Co.), S.O.S. division, General Foods (Foote, Cone & Belding) and Shakespeare Co. (MacDonald-Cook).

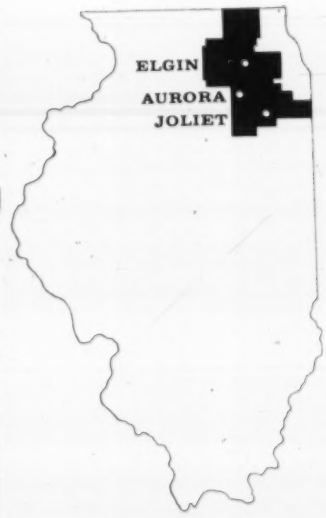
New 'Empire' Magazine Bows

Directories of Industry Inc., Los Angeles, has announced the publication of *Empire*, a new monthly business magazine for young western executives. The first issue (March) featured an article about the Young Presidents' Organization. *Empire* has a guaranteed circulation of 17,537 which is a combination of controlled, paid subscriptions and select newsstand sales. Genevieve Wood is president and publisher of *Empire*, which sells for 50¢ a copy.

Motorola Appoints Meyer

John M. Meyer, formerly with the ad and promotion department of Wilson Sporting Goods Co., has joined Motorola Inc., Chicago, as sales promotion manager for parts and accessories in Motorola's consumer goods division.

AURORA
ELGIN
JOLIET
ILLINOIS



THE BIG 3 MARKET SOLD BY THE COPLEY BIG 3:

AURORA BEACON-NEWS
ELGIN COURIER-NEWS
JOLIET HERALD-NEWS

BUY ALL 3 OF THE BIG 3 AND SAVE 9½¢ A LINE!

In one economical package, the COPLEY Big 3 Newspapers offer you dominant coverage of Illinois' number-one market outside Chicago. And when you buy all 3 of the Big 3, you save 9½c a line!

It's simple as 1, 2, 3: the Copley Northern Illinois Newspaper Group gives you your most effective — and most economical — wrap-up of this multimillion-dollar market.

SEPARATE LINE RATES:

Aurora Beacon-News	20c
Elgin Courier-News	18c
Joliet Herald-News	21c
Total	59c
Thrifty All-3 Rate	49½c
BUY ALL 3 AND SAVE	9½c

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering Northern Illinois—Springfield, Illinois—San Diego, California—and Greater Los Angeles . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Atlanta Jaycees Survey Has Some Tips for Ad People

To the Editor: Recently in connection with Advertising Week the Atlanta Adclub was invited to furnish a speaker for the Atlanta Jaycees. In preparing the speech, I sent each of the 200 members of the Jaycees a questionnaire. The idea, of course, was to build the speech around the club members' own reactions and questions about advertising.

It occurred to me that your readers might be interested in the results from the 125 returns. While the following certainly falls far short of ideal research, perhaps it does provide a few straws in the blizzard:

1. Do you feel that advertising performs a useful function in our competitive economy? Yes, 99.3%.

2. To what degree do you believe the advertising you read, see and hear? Average, 47%.

3. Would you prefer any of the following media without ads:

(a) Newspapers? yes, 8%; (b) Magazines? yes, 8%; (c) Radio? yes, 50.4%; (d) TV? yes, 55.7%.

4. Would you like to eliminate:

(a) Billboards? yes, 59.6%; (b) Direct Mail? yes, 44.5%.

Respondents' individual questions were extremely interesting and revealing. The largest group of 22 wanted to know what was being done about false and exaggerated claims. The second largest group of 18 questions concerned radio and particularly tv commercials in relation to taste, length, and frequency.

The Jaycee survey doesn't really prove a thing. But it does suggest again the question of advertising's own public relations environment. Advertising people seem typically to be at considerable odds on this topic. One group appears to say that advertising, after all, has no uplift missions. We should concentrate, they say, on selling goods and not waste time jousting with a chronic malady of our own making and beyond cure.

Another camp sallies forth spasmodically in response to the dread tax collector's horn to proclaim the purity and high purpose of advertising. However good their intentions, they defeat their case by overstating it.

There is also, I hope, a growing middle ground of opinion. It knows that the public is keenly interested in advertising but has little information as to its objectives or methods. Proponents of this middle ground seek understanding for advertising most of all because they believe that there is a definite relationship between understanding and believability. And finally this group consistently looks for opportunities to present advertising's contributions enthusiastically and at the same time to discuss its problems frankly.

John Riggall,
Advertising Manager, The Citizens and Southern National Bank, Atlanta.

• • •

Urges Wider Use of 'AA' by Instructors and Students

To the Editor: I have followed with interest the series of full-page testimonials to the value of Advertising Age based on quoted statements from prominent business executives who read your periodical with both pleasure and profit.

However, none of these gentlemen has testified to what I think is an outstanding virtue of your publication which makes it of tremendous educational significance. I refer to the objective, comprehensive, and balanced character of your presentation of controversial ethical issues in the field of advertising. After only one year of attentive reading of each issue of Advertising Age, I have found that nowhere else can an academic student of American business learn so much about these problems which would enable him to evaluate the proposed solutions more soundly.

This fact was recently demonstrated, in my opinion, by two items which appeared on the editorial pages of the Feb. 16 and Feb. 23 issues of Advertising Age. I refer to the reprinted exchange of letters regarding a Vel television demonstration between eminent men in the field of advertising, and to the plain-spoken editorial comment contained under the heading, "One Adman Writes to Another." . .

I urge you strongly to publicize your magazine among college instructors and their students . . . In this way . . . you will greatly broaden the American intellectual's conception of the field of advertising and deepen his understanding of its moral problems, so that there will be much less ill-founded and unfair criticism. . .

Dr. Maurice Baum,
Head, Department of Philosophy, Kent State University, Kent, O.

• • •

The Watch Can Take It, Elgin Exec Says

To the Editor: We take slight umbrage with the March 9 letter from Leo Reiner of New York implying that our good friends at J. Walter Thompson know not whereof they speak when it comes to watches.

We agree what advertising does need is people on accounts with experience—and we believe the JWT people who work with Elgin have just that.

When they prepared the recent "baby" commercial for us they knew *exactly* what they were doing.

The watch the baby was hammering on the floor contains a *new type of balance wheel* that is automatically shock-resistant. This balance wheel is considered so superior by our technicians that it is guaranteed against damage from shock for life.

This represents a major step forward in watch technology, one that we're naturally quite excited about.

The executives of J. Walter Thompson Co., being experts, seized upon this development and presented it to the consuming public in a fascinating, delightful and entertaining way.

Mr. Reiner's statement that "no watch can withstand such punishment as shown by the Elgin tv ads" is erroneous, and shows the lack of expertness which is more often found outside advertising than in it.

S. D. Moorman,
Vice-President, Marketing Department, Elgin National Watch Co., Elgin, Ill.

• • •

Says He Was Misquoted in Southern Pacific Story

To the Editor: Will you please set the record straight concerning a quote attributed to me in the story on Southern Pacific and the California Public Utilities Commission (AA, March 23)?

I am quoted as saying, ". . . Naturally we like the idea of more advertising. What agency wouldn't?"

I made no such statement.

Nor would I.

The statement I *did* make, when asked by your reporter for Foote, Cone & Belding's view of the commission's action, was, "Naturally we are always unhappy to see *any* client castigated in the public press."

The irresponsible quote you have put in my mouth does a profound disservice to me, to Foote, Cone & Belding, and to the advertising agency business. Among the critics of our businesses are those who charge that our sole interest is in cadging an extra buck. You have lent support to their camp by making me out a devotee of this philosophy.

I will appreciate your correction of this inaccuracy.

Robert G. Beaumont,
Vice-President, Foote, Cone & Belding, San Francisco.

In the story to which Mr. Beaumont refers, the quotation about "more advertising" was part of the report of the conversation transmitted by AA's correspondent. Rechecked on this particular question, the correspondent maintains this part of the report appears as he recalls it. The line about a "client castigated in the public press" was eliminated as irrelevant, since AA's story contained no reference to a reaction in or by the press.

• • •

Another Coincidence

To the Editor: Here is another in advertising's series of coincidences in humorous corn, our January insert in the "Norfolk Chamber of Commerce Magazine" and Hanes in the March issue of *Ladies' Home Journal*.

Howard Stanley,
President, Caldwell & Stanley Advertising Agency, Norfolk, Va.

Alexos, Alas!

To the Editor: In reading the story about how BBDO lost the Wildroot account, I was fascinated to learn that something *new* has been added. Who is this Alexos Born? A new multi-millionaire Greek shipping magnate who has secretly bought into the firm? These manipulators seem to be getting into everyplace.

Frank Corbin,
Milburn McCarty Associates, New York.

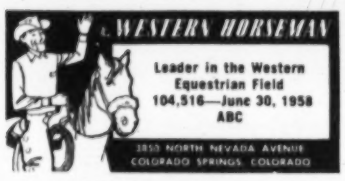
It takes real typographical skill to disguise Alex Osborn, longtime Buffalo resident, and self-styled "zero in BBDO."

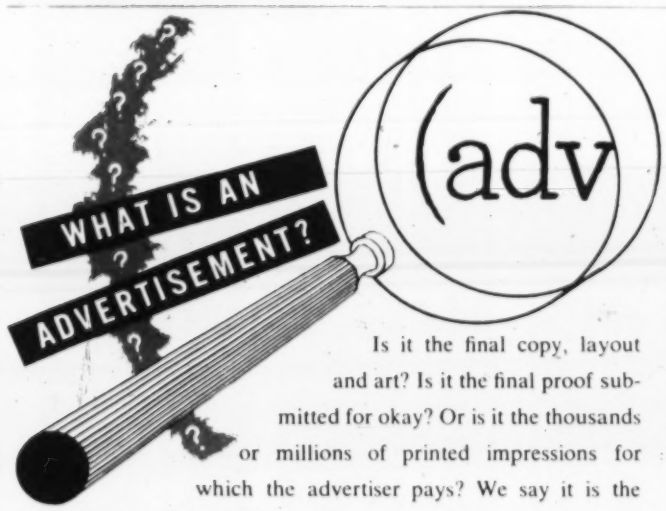
• • •

All Quiet on Swift Front

To the Editor: The "Name Withheld by Request" letter in your March 16 issue must be from an envious agency competitor. For the record, from this end:

1. The Swift ad was a re-run of





Is it the final copy, layout and art? Is it the final proof submitted for okay? Or is it the thousands or millions of printed impressions for which the advertiser pays? We say it is the latter, and this is why we take great pains to make photoengravings and gravure positives that will produce *fine finished advertisements.*

COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET · CHICAGO 6

America's Finest Photoengraving Plant

I could kill myself.
My competitor just hired.
I could shoot myself
all the wants from me
in seamless stockings
by Hanes
don't give up, boy, just give the price is right
caldwell and stanley
advertising agency
136 FRANKIN BUILDING • NORFOLK
MAdison 7-5044

a year ago.

2. The Chicago McCann office knew nothing about the Coke ad, to my knowledge, until it was too late to do anything about it—assuming we wanted to.

3. "NWBR" forgets that hearts should run in the pre-Valentine Day issue. And we are using only one book.

4. No harm was done, in my opinion, and we have no complaint. We like McCann just as much, knowing for sure now that a big agency, composed of just people, is just us humans too.

Ray Weber,
Advertising Manager, Swift & Co., Chicago.

P.S. When you eat out to give life or hearts a lift, have a Coke, too. That is, along with the Swift's Premium meat entree.

• • •

P. W. Voorhees Inc. Clarifies Company Status

To the Editor: We would like to clear up a point which has caused some confusion in the trade.

P. W. Voorhees Inc. offers complete services for the preparation and production of military or commercial handbooks, catalogs, brochures, proposals, etc., or any parts thereof.

WE ARE NOT IN THE ADVERTISING AGENCY BUSINESS.

At one time there was a connection between P. W. Voorhees and Lester-Voorhees Inc. (Advertising Agency). This has ceased to be as of Jan. 1, 1959. Paul Voorhees is not now a principal of Lester-Voorhees and has no interest in that agency. We are located at 7175 Willoughby Ave., Los Angeles 46, and Lester-Voorhees Co. is at 1022 South La Cienega, Los Angeles 35.

We would appreciate your publishing this release at your convenience as there has been some doubt in the minds of many associated publishers and agencies as to our actual status in the field.

Forrest C. Pearson,
Executive Vice-President, P. W. Voorhees Inc., Los Angeles.

• • •

'That's What I Want, Daddy'

To the Editor: Amazed that in your toy promotion review (AA, March 23) you missed the lead story—oft reported on your pages through Phil Seitz. Mattel led the way to year-round toy sales and advertising starting in 1955 with Mickey Mouse Club. This year increased appropriations to one million dollars on same show. And beginning October 1959 Mattel will sponsor its own half-hour show on ABC network. [*See story on Page 10, this issue.*] This year-round program budget is over a million and a quarter; assures our retailers constant exposure on a guaranteed prearranged, presold schedule. More than any other single toy manufacturer, Mattel has changed the buying habits of parents who could only say "A toy for a 6-year-old, please." Demand for Mattel was created by children who after exposure insisted on particular toys by saying "That's what I want, Daddy."

Ralph Carson,
Carson Roberts Inc., Los Angeles.

• • •

No High Pressure

To the Editor: I would like to emphasize one point that I think should be stressed in connection with your very good article on the problem that arose in a number of instances regarding the recent *Reader's Digest* advertising to which you refer in your March 16 issue.

There was no pressure brought to bear upon us by any tobacco company. Some of the cigaret people merely pointed out to us why the advertising promotional copy of *Reader's Digest* was inimical and unfair to their interests.

No one could have been more low-pressure or gracious than they in their reference to this matter and I just want to be very sure that nobody has the idea that it was otherwise.

F. LeMoyne Page,
President, Transportation Displays Inc., New York.

• • •

It's Serendipity that Counts Every Time

To the Editor: In the Voice of the Advertiser, March 16 issue of ADVERTISING AGE, a thought-provoking assertion was made in the concluding remarks of Malcolm Richards of White Plains, N.Y. Bravo and gramercy! The age-old fallacy that just because an advertising agency has a lot of people running around smartly this means they are especially endowed with super-intelligence, and can satisfy any advertiser's needs—has been exposed. Bravo and gramercy!

Let's not forget the tower of Babel fell, and Babylon's destruction was a foregone conclusion. It is interesting to note that the Hebrew word "babel" and the Greek term "babylon" mean confusion—a contest of many beliefs, conferences, conventions. Mediocrity results from such.

In that great book of living rules, the Bible, the account of Goliath's downfall can well serve as a warning that bigness of agency does not necessarily mean greatness. David and his sling-shot toppled the bragging giant with one well-aimed small stone.

The business health of an advertiser often depends on alert individual interest in his immediate needs in these swiftly moving times. Creativity is an important asset. And I agree with Mr. Richards when he states that "creativity and sales impact may tend to suffer in larger agencies." But I take exception to the implication in his statement that "larger agencies don't necessarily have more brains," if he intends it to mean that where brains are found, successful advertising activity is assured. Babies have brains, dead men have brains, even pigs have brains; but none of these can create successful advertising.

It's not *brains* but creative education, acumen and integrity that are invaluable in meeting the challenges today's industry is confronted with. The agency possessing these talents has *serendipity*, and really gives the right kind of service to its clients.

Ann Strassburger,
Thomas Moody & Associates, Los Angeles.

• • •

Credit Where It's Due

To the Editor: Bill Tyler's kind words about Dr. Pepper's "Free Bottle Cap" ad were much appreciated (AA, March 16).

However, he should have given credit to Shelly Sosna, Grant's creative director (instead of me), for having the idea as well as writing the copy; and the unique layout was the work of Grant's Vic Heidorn.

Greg Sherry,
Grant Advertising, Chicago.

• • •

'Like Tobacco Should'

To the Editor: My M.D. says, "Thinking men don't smoke, and most smoking men have badly dulled taste buds."

So, smarting under the Viceroy innuendo, I switched from Viceroy to Camels. To me, Camels taste like I think tobacco should.

E. M. Grundy,
William L. Baxter Advertising, Minneapolis.

PHOTOSTAT USERS!!!
Cut your costs 70%
with exclusive Magi-Copy Process
Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.
MAGI-COPY (Dept. Alfred Mossner Co.)
108 W. Lake St., Chicago 1, FRa 2-8600

HAVE CARS: 94.2%
WILL TRAVEL: 12,197 MILES PER YEAR

These figures are taken from the findings of a survey of ARMY TIMES PUBLICATIONS readers conducted by the well-known, independent research firm of ERDOS and MORGAN.

This important report delineates the demand and direction of automobile purchasing in the $10,523,000,000 military *consumer* market.

It tells you this: *94.2% of responding readers own cars; 69.2% bought new cars; 26.6% bought 1958 models; 51.1% of non-owners plan to buy cars during the current year; the average annual mileage of these military motorists far exceeds that of civilians.*

Read the facts in full—and know the *specifications*, the *performance* and the *potential* of this vast and vital market for *American-made* automobiles.

WRITE TODAY FOR YOUR FREE COPY
OF THE COMPLETE SURVEY FINDINGS:
"Buying and Reading Habits of Subscribers to Army Times, Air Force Times and Navy Times"

ARMY TIMES PUBLISHING COMPANY
2020 M STREET, N.W. • WASHINGTON 6, D. C.
U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO
FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

Ad Industries Opens Shop

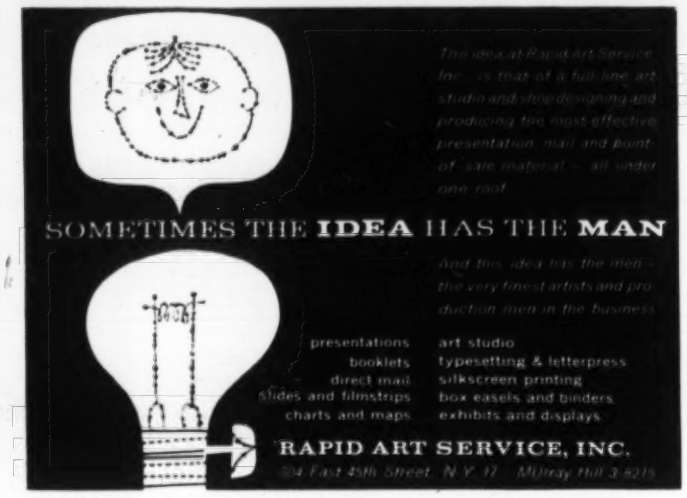
Advertising Industries Inc., Chicago, a new producer of theater screen advertising, motion pictures and in-store promotion pieces, has opened offices at 316 N. Michigan Ave. President of the new organization is Leonard S. North, who has been in marketing and merchandising work in the radio and tv set and appliance business.

Photo Publishing Names Rep

Photography Publishing Corp., New York, has appointed S. William Pattis, 333 N. Michigan Blvd., Chicago, its midwestern ad representative.

Luckett Joins Rumrill

Charles F. Luckett, formerly assistant news editor of the *Cincinnati Enquirer*, has joined the pr division of Rumrill Co., Rochester.



San Quentin No Refuge; Ads Influence Inmates' Intramural Buying: Linnell

(Continued from Page 2)

points out, one should never underestimate the influence of advertising, which reaches the prisoners through newspapers, magazines and radios in their cells.

The canteen is kept open every day but Friday, when Mr. Linnell and his nine inmate clerks restock the shelves. Instead of cash, the convicts use tickets, with each ticket valued at $1, sectioned in squares for fractions.

■ Tobacco is the best seller, followed by candy bars, of which some 43,000 a week are sold. Camel is the leading cigaret brand, followed closely by Pall Mall.

The demand for filter cigarets has not been high. The "Live Modern" campaign apparently failed to impress the convicts; the Inmate Council recently brought sufficient pressure to bear so that the canteen switched from L&M to Kent as the one authorized filter cigaret.

All of the 310 items kept in stock are bought from suppliers who bid on a list of items and brands authorized for sale in the prison.

■ Instant coffee is a relative newcomer to the list, and demand has been increasing among the convicts who use hot tap-water to make coffee in their cells.

Canteen profits, which hit a high of $42,000 gross in December, go back to the customers through the Inmate's Welfare Fund, which finances convict recreational activities.

Although soap is issued free, the convicts privileged to use the canteen prefer to buy their own, asking for such brands as Dial, Cashmere Bouquet, Lux and Lifebuoy, Mr. Linnell said. #

Heinz, Alcoa Set Heavy Joint Drive During Baby Week

PITTSBURGH, March 31—H. J. Heinz Co. and Aluminum Co. of America are launching what they call "the heaviest concentration of print, radio and television advertising ever scheduled in support of an annual Baby Week program" this spring.

During the week—which runs between April 25 and May 2, the two companies will advertise a special gift offer—a flat pack of aluminum foil in exhange for four

DEAL—*H. J. Heinz and Alcoa will use ads like this to promote their offer of a special foil package premium with four labels from Heinz baby food varieties with aluminum screw-on caps.*

labels from Heinz baby food varieties with aluminum screw-on caps.

■ During the month of April, the offer will be made on all Heinz and Alcoa network tv shows, including "Alcoa Presents," "Concentration," "Tic Tac Dough," "Treasure Hunt" and "County Fair." Television backing will continue into May on the Heinz-sponsored shows.

During April and May full page ads will appear in the Alford Baby Group, *American Baby, Baby Post, Baby Talk, Ebony, Good Housekeeping, Modern Romances, My Baby, Parents' Magazine, True Confessions, True Story, Western Family, Woman's Day* and *Your New Baby*. In addition, *American Weekly, Parade* and *This Week Magazine* will be used and 162 daily newspapers.

Maxon Inc., Detroit, is the Heinz agency, and Ketchum, MacLeod & Grove, Pittsburgh, is the Alcoa agency. #

'TV Guide' Moves in Hollywood

TV Guide has moved its Hollywood, Cal., office to 6362 Hollywood Blvd.

Qualitative Research to Offer Continuing Net TV Copy Service

NEW YORK, March 31—A continuing copy research service on network tv commercials will be made available on a syndicated basis for the first time, starting in April.

The service is being offered by Qualitative Research Inc., a Trendex affiliate. Young & Rubicam and McCann-Erickson already have bought the service, according to Jack Boyle, president of Qualitative Research.

Each report will cover every commercial on evening network programs for one week, plus commercials appearing the following week on programs having alternate sponsors. This will constitute a monthly report, which will be made available at rates based on the number ordered.

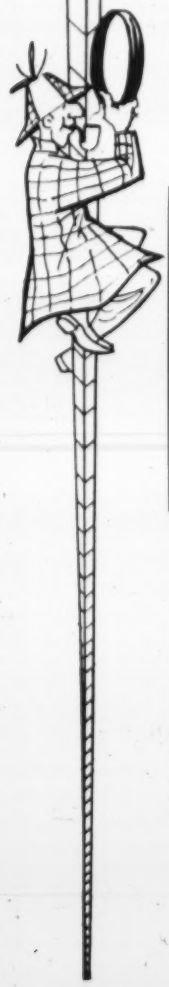
Each report will be based on interviews conducted by phone the evening following the appearance of the commercials. The interviewer will gather information on recall of the commercial, brand name recall, a measure of like-dislike and a verbatim report of each respondent's recall of sales points and other commercial content.

■ Interviewing will be conducted in 10 markets where the three tv networks carry almost all of their programming on a live basis. These markets are New York, Chicago, Philadelphia, Boston, Detroit, Cleveland, Baltimore, St. Louis, Washington and Cincinnati. The sample size will consist of about 100 men and 100 women who have seen the program on which the commercial appears.

The reports will be made available by commercials rather than by programs. They will include a description of the video and a complete transcription of the audio. The 1959 reports will cover April, May, October and November, but starting in 1960 there will be eight monthly reports per year.

Holst & Male Boosts Pope

Holst & Male, Honolulu, has promoted C. R. (Bill) Pope Jr. to vp and general manager. With the agency since 1946, Mr. Pope has been a vp since 1952. The agency this year is celebrating its 30th year of operation.



The Case of the Brand New Half-Billion Dollars!

When WSM-TV started telecasting from the Central South's Tallest Tower (1408 feet above average terrain), over $1/2 Billion in Effective Buying Income, and better than 1/2 million people, were automatically added to the Nashville Television Market.

HERE ARE THE FACTS AND FIGURES:

The New Nashville Market	Total (New Tower)	Gain (New Tower)
Population	1,728,800	546,700
Effective Buying Income	$2,074,487,000.00	$568,875,000.00
Retail Sales	$1,519,052,000.00	$413,981,000.00

(Market Data — Sales Management)

ALL THIS AND A 40.5 SHARE TOO (FEB. '59 ARB)

If you want to garner your share of that $1/2 Billion, use WSM-TV, the station that has expanded the Nashville Market by better than one-fourth.

WSM-TV
Nashville, Tennessee
Represented by Petry

CHANNEL 4 WSM • TV

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

Billy Bullet
CONFOUNDS THE EXPERTS
"For our new product we were well satisfied with 'professional' predictions of modest initial sales.
"To our pleasant surprise, within 30 days we received more orders from our quarter-page announcement in The RIFLEMAN, than we had hoped for the first full year!"
(Name on Request)
The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

Cleveland 'Price Is Right' Car Push Is 'Roaring Success'

CLEVELAND, March 31—Cleveland auto dealers, who just completed a ten-day "The Price is Right Right Now" sales drive, drew sales results for the period at better than double the pace of last year's "You Auto Buy Now" campaign.

The latest campaign (AA, March 23) was proclaimed "a roaring success" by the heads of the sponsoring organizations—Cyril Mack, president of the Cleveland Automobile Dealers Assn., and Joe Chizek, president of the Independent Automobile Dealers Assn., a used car group.

■ Cuyahoga County new car registrations for the March 13-23 period were 3,257, compared with 2,019 for the like period in 1958. The 3,257 registrations from the drive means that dealers were selling cars at the rate of 326 a day for ten days, better than double the 164 cars a day sold in the seven-day "You Auto Buy Now" drive Feb. 24-March 1, 1958, when 1,292 new cars were registered.

The success of the recent drive is even greater than indicated since six brands, including one of the big low-price three cars (not identified), were not reported. In addition, dealers reported that about 2,000 cars were sold but not delivered yet, consequently not registered.

Less dramatic gains were tallied in the used car area. For the first 23 days of March, 1959, used car sales totaled 6,182, compared with 5,956 for the same period in 1958.

300 DAILIES PREPARE FOR 'LIVE BETTER' AUTO DRIVE

NEW YORK, March 31—Nearly 300 dailies in as many markets will definitely participate in a concerted auto sales promotion set for April 6-18, according to the latest count by the Bureau of Advertising, American Newspaper Publishers Assn. Last week some 200 cities were reportedly organized for the April push (AA, March 23).

The auto promotion, part of the newspaper industry's "Total Selling" year, will eventually include newspapers and dealer groups in some 700 markets and will push the theme, "Live better by far with a brand new car," the BofA said.

■ According to Edward Falasca, creative vp of the BofA, the pro-

motion has the blessings of Detroit's car makers, most of whom have alerted dealer groups around the U.S. of the impending promotion. Ford Motor Co., said Mr. Falasca, will back local promotions by using the "Live Better" symbol in its newspaper ads.

The BofA said newspapers and dealer organizations in virtually every major city in the U.S. and Canada will tie in with the two-week push. Miami and Cleveland are the only two large cities not participating (AA, March 23), the bureau added. #

'Family Circle' Offers Split

Everywoman's Family Circle is offering advertisers a four-way geographic split-run, effective with the May issue. The split is available to advertisers using four-color roto ads and can be scheduled in eastern, central, southern and western editions. Combinations of mixed space units are acceptable.

ALOYS A. ENGELHARD

MILWAUKEE, March 31—Aloys A. Engelhard, 60, advertising manager for the Wisconsin Electric Power, died March 24 at Columbia Hospital. He had suffered a heart attack at his home.

Mr. Engelhard for a number of years was announcer "Wattson Volts" on the utility's "Kilowatt Hour" radio program broadcast by WTMJ. He became Wattson Volts in 1929, announcing a program of music at a time when mystery voices were a radio fashion.

The program was broadcast three times weekly until 1931, when it was suspended. When it returned to the air in 1936 he resumed the role and continued in it until promoted to advertising manager in 1950

■ Altogether, he appeared on 2,066 broadcasts. He was identified as the mystery voice on the 500th program in 1939. He lectured to Milwaukee groups on electrical uses also before becoming advertising manager.

A veteran of service with the Marines in World War I, he studied commerce at the University of Wisconsin and Marquette University after his release from the service. He joined the utility in 1925.

He was a member of the Milwaukee Advertising Club, Milwaukee Assn. of Commerce, the Public Utilities Advertising Assn., the Wisconsin Utilities Assn., Delta Sigma Pi, honorary commerce fraternity, and a number of other organizations.

NAVA Trade Directory Out

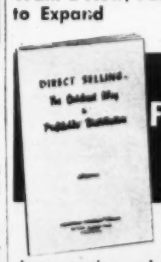
The National Audio-Visual Assn., Fairfax, Va., has published a list of its 452 members by geographic location. The listings show what services—audio-visual equipment rental, film rental, equipment repair, etc.—are provided by each. It also shows what kinds of films are offered by each and on what terms. Single copies are available free from NAVA, P. O. Box 337, Fairfax, Va.

Haywood Succeeds Thomson

Marshall Haywood Jr., president of Haywood Publishing Co., Chicago, has assumed direction of *Electric Light & Power*, succeeding J. H. Thomson, who has resigned.

WHAT DO YOU KNOW about DIRECT SELLING?

. . . the $9½ Billion Industry Which is Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand



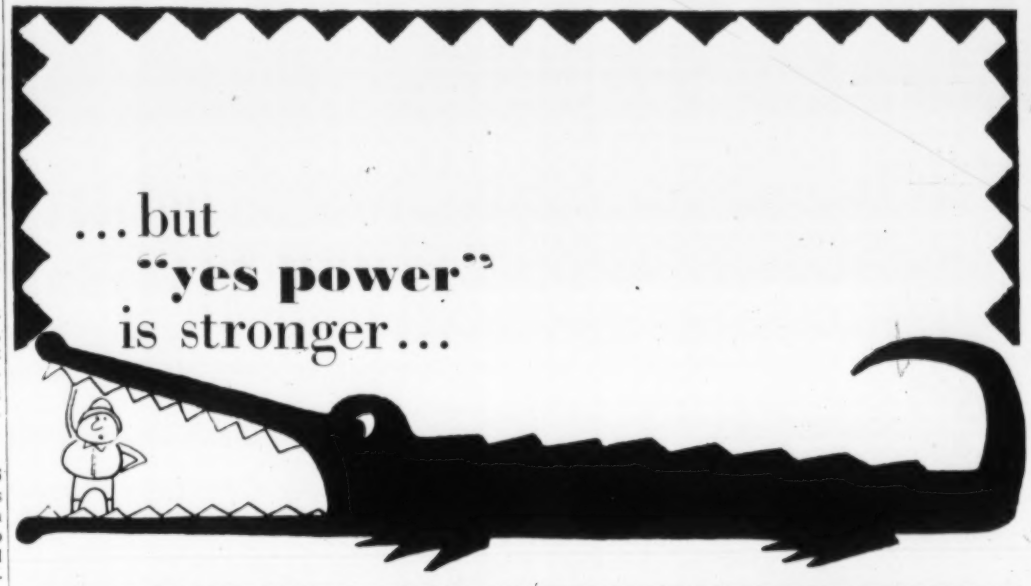
FASCINATING FACTS BOOKLET FREE

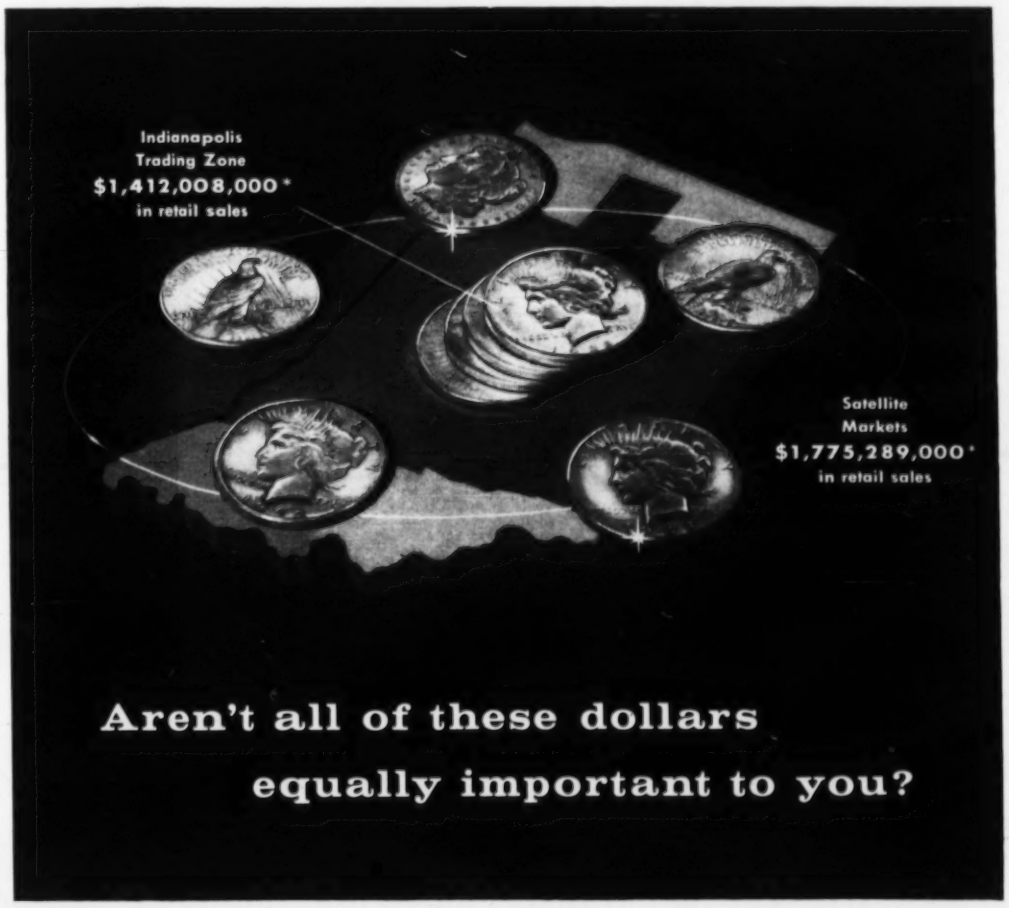
If your product or service lends itself to *personal* selling and demonstration—whether in the home, office, store, factory, institution, etc.—it will pay you to investigate the booming DIRECT SELLING FIELD. Manufacturers and agency executives are often amazed to learn how easy and inexpensive it is to *move* merchandise in big volume through direct selling—in ALL 49 states and Canada. Send your letterhead for free copy of fact-filled booklet, "DIRECT SELLING—The Quickest Way to Profitable Distribution". It will prove an eye-opener! No obligation.

Salesman's OPPORTUNITY

CHICAGO, 650 N. Dearborn St., Chicago 10
NEW YORK, 60 E. 42nd St., New York 17
LOS ANGELES, 2412 W. Seventh St., Los Angeles 5

LEADER OF THE FIELD FOR 35 YEARS





Where else will you find *satellite* markets that outspend their entire central metropolitan trading zone by 5-to-4 in sales dollars? Or a *universe* that has such a big, rich central market!

where else . . .

—does a central market exert such an economic pull on *so many* specific areas that are retail trading centers in their own right?

—do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!

—can you buy just *one* station with no overlapping penetration in this area by basic affiliates of the same network?

only here—where WFBM-TV is *first* in Mid-Indiana. What an opportunity to increase your share of the total potential here. *We are proud of our current ARB, too!*

America's 13th Television Market
. . . with the only basic NBC coverage of 760,000 TV set owning families.

*Sales Management, Survey of Buying Power, 1958

Indianapolis itself—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with* 90% *television ownership!*

11 Satellites—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Peru • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Logansport • Kokomo

Represented Nationally by the **KATZ** Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS
BASIC NBC-TV AFFILIATE

WATCH

the women go BUY

WATCH THE WOMEN GO BUY *

* Portland retailers watch the women go buy. That's why they use the advertising medium that reaches *women*. In 1958 they placed almost 5 million more lines of advertising in The Oregonian than in the 2nd paper. They *know* they make more sales when they use the *only* medium that's big as all Oregon . . . The Oregonian.

How big is the Oregon retail market? Almost $2½ billion annually. That's double Boston and triple Kansas City!

The Oregonian
Portland, Oregon

Biggest advertising voice in the sales-rush state

Largest circulation newspaper in the Northwest • 233,856 Daily • 296,143 Sunday

MEMBER OF

Represented Nationally by Maloney, Regan & Schmitt, Inc.

Colgate Reports Gains in Its Sales, Earnings in 1958

NEW YORK, March 31—Colgate-Palmolive Co. reports consolidated sales for 1958 at $534,047,000, an increase of $27,137,000 over the 1957 figure.

Earnings for the year were $21,166,000, or $8.27 per share, compared with $19,930,000, or $7.81 a share, in 1957.

Sales in the U.S. totaled $271,322,000, while those abroad were $262,725,000. In 1957 domestic sales were $268,715,000 and foreign sales $238,195,000. Net income from domestic operations was $7,180,000 in 1958, up from $6,946,000 in 1957 but still less than 50% of the company's total net.

Sales of Colgate-Palmolive products increased more than $13,000,000 domestically, the company reports, with the household products and toilet articles divisions each registering increases of more than 5%.

■ "This more than offset the loss in sales resulting from the termination in July, 1957, of the company's contract covering distribution of Vaseline products for Chesebrough-Pond's Inc.," the report says.

Colgate shareholders will vote on a proposed three-for-one stock split at the annual meeting next month. ≠

Sherry Spreads Jelly Drive

Louis Sherry Preserves, New York, has scheduled a spring advertising campaign featuring subway posters headlined: "Less calories in a jar of Louis Sherry Dietetic than a spoonful of ordinary jelly." The campaign is backed by outdoor and newspaper advertising. Smith/Greenland Co., New York, is the agency.

Rader Adds Ora-Jel Account

Commerce Drug Co., Brooklyn, has appointed Kenneth Rader Co., New York, to handle advertising for Ora-Jel, a toothache and teething pain remedy. National magazines, business papers and 180 newspapers will be used. The previous agency of record is Harold M. Mitchell Inc.

Green Webster Searles Hill

HOLD THAT TIGER—*Columbia-Geneva division, U. S. Steel, has a friendly tiger in tow for its first use of outdoor in the West to sell its industrial Tiger wire rope. Posters will appear in markets near logging areas and petroleum fields. Robert G. Hill is ad manager, G. W. Searles, manager—wire rope sales, and Richard J. Webster, advertising assistant of Columbia-Geneva. George W. Green is account executive of BBDO, San Francisco, Columbia-Geneva's agency.*

Bourbon Institute Hikes Ad Activity in N. Y. Market

NEW YORK, March 31—The Bourbon Institute has stepped up its advertising schedule and will use 11 ad pages in New York dailies during the next 90 days.

The newspaper ads will be backed up by an extensive point of sale campaign.

McCann-Erickson is the agency.

With major distillers advertising different brands of bourbon, it is estimated that about $600,000 has been scheduled exclusively for bourbon advertising in New York newspapers during the next three months. This means that virtually every newspaper in the city will carry bourbon advertising daily for the next 90 days, the institute reports.

The Bourbon Institute was launched last fall by Schenley Industries (AA, Oct. 13, '58). So far no other major distiller has joined the organization, but several, as previously reported, have increased their advertising appropriations to help accelerate the trend toward bourbon in New York, which, the institute reports, showed an increase of 11.5% in 1958. ≠

Gough Names Carson/Roberts

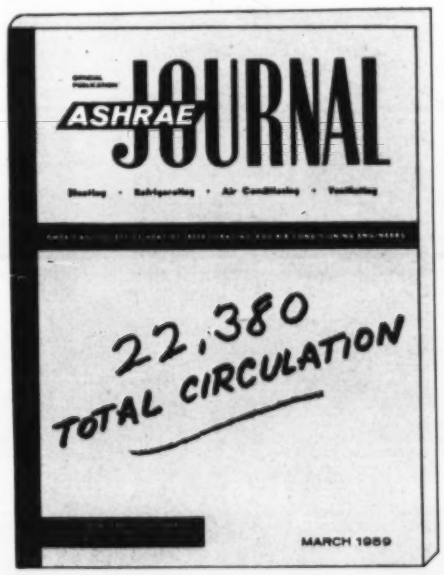
Carson/Roberts, Los Angeles, has been named to handle advertising for the automotive division of Gough Industries, Los Angeles. Fallon Co. formerly handled the account. Gough is the distributor of Austin, Austin-Healey, Morris and MG cars in southern California, Arizona, southern Nevada, Utah and Hawaii.

Hill Buys KWBY

KWBY, Colorado Springs radio station, has been sold for $120,000, "plus other considerations," to J. D. Hill, of Hutchinson, Kan., a promotion and merchandising specialist. The seller is John Buchanan. The sale transaction is subject to the approval of the Federal Communications Commission.

Nehi Becomes Royal Crown

Stockholders of Nehi Corp., Columbus, Ga., have voted to change the name of the company to Royal Crown Cola Co. In addition to Royal Crown cola, the 54-year-old company also markets a full line of Nehi and Par-T-Pak beverages, Diet-Rite low-calorie beverages and Upper 10.



THERE IS JUST NO COMPARISON!

THE OFFICIAL MONTHLY of HEATING, REFRIGERATION, AIR-CONDITIONING, VENTILATION

The ASHRAE JOURNAL is a professional publication written with authority and read with conviction. It belongs to the Society members, is published for them and editorially contains what they want to read—the exclusive technical papers of the Society describing scientific research and the study of principles and methods; also pertinent general information about the industry.

The ASHRAE JOURNAL is the Society monthly forum for discussing important issues. As the official publication of the Society the ASHRAE JOURNAL provides an audience which is a select, premium circulation. Every member is a subscriber, every member considers it his publication.

The ASHRAE JOURNAL has a unique readership by those engineers vitally concerned with designing, specifying or purchasing equipment components, parts and material used in heating, refrigeration, air conditioning and ventilation.

This is real READERSHIP—not just a quick "thumb-through" and a mental reservation to read it later.

CIRCULATION DATA	
ASHRAE Members	12,084
Plus the ABC Circulation of "Refrigerating Engineering Including Air-Conditioning"	10,296
TOTAL CIRCULATION:	22,380

The Closing Date for THE GUIDE, 1960 (38th annual edition) is October 15th, 1959. For details write: W. M. Vidulich at ASHRAE Headquarters, 62 Worth Street, New York 13, N. Y.

For complete details on circulation, rates and mechanical requirements contact:

NEW YORK
W. M. Vidulich, Advertising Mgr.
J. Craig Johnson
BArclay 7-6262

CHICAGO
William J. Gatenby
Room 452
35 E. Wacker Drive
Chicago, Illinois
Financial 6-7255

LOS ANGELES
Richard T. Biedler
429 S. Western St.
Los Angeles, Calif.

Published by the
AMERICAN SOCIETY OF HEATING REFRIGERATING AND AIR-CONDITIONING ENGINEERS
62 WORTH STREET, NEW YORK 13, NEW YORK

Redeem Yourself In Coupon, (Pa.)

You can really cash in on sales in Coupon, and in all the other towns in the Johnstown Pa. market, with a regular schedule of ads in the Tribune-Democrat. If your advertising budget includes the Tribune-Democrat, you can be sure your sales messages will be READ and BELIEVED by our 60,000 subscribers and their families.

Write Today for Johnstown's
PERSONALITY PACK
filled with facts and maps that give character to the Johnstown market.

The Tribune-Democrat
JOHNSTOWN, PA.

Doyle Dane Bernbach Captures Honors in N. Y. Art Directors' Show

Agency Head Bernbach Further Honored with Ad Management Award

NEW YORK, March 31—Today was Doyle Dane Bernbach day at the New York Art Directors Club. At the awards luncheon for the club's 38th annual advertising and editorial design competition, the agency accounted for five out of 14 medals, plus four certificates of merit.

The two art directors who took home the most medals from the competition were also from DDB: William Taubin was top man, with three medals, while Helmut Krone was second with two medals and a certificate.

The club then further honored the agency by awarding DDB's president, William Bernbach, with a management award in advertising. The citation was made "for his impatience with the trite and usual, for proving that boldness and originality in art direction are successful selling tools, for working with art directors and encouraging them to grow creatively. . ."

■ Johnson & Johnson, New Brunswick, N. J., came in for special recognition twice at the luncheon. First, Stephen Frankfurt, tv art director of Young & Rubicam, was awarded a special medal for the "general excellence" of Johnson & Johnson's tv commercials. Then, Gen. Robert Wood Johnson, board chairman, received a management award "for consistently seeking new directions and reaching for the highest possible standards in advertising art. . ."

A third management award went to Ivan S. V. Patcevitch, president of Conde Nast Publications, for the "standards of excellence in the visual presentation" of Conde Nast magazines.

The fourth management award was presented to Thomas J. Watson Jr., president of International Business Machines Corp., for "the inspired, integrated design program" at IBM.

■ Besides DDB, other top winners in the design competition came from *Esquire* (two medals, five certificates); Time Inc. (two medals, two certificates); Young & Rubicam (one medal, two certificates, one special award); *New York Times* (one medal, one certificate); Columbia Broadcasting System (six certificates) and *Harper's Bazaar* (four certificates).

The 14 club medals were awarded to the following art directors, illustrators or photographers, listed here with their agency affiliations, clients and co-workers:

Magazine ad, single page, three or more colors—William Taubin, art director/designer of Doyle Dane Bernbach for Israel Government Tourist Office, with David Reider, copywriter, Erich Hartmann, photographer.

Magazine ad, single page, two colors or b&w—Helmut Krone, art director/designer of Doyle Dane Bernbach for Polaroid Corp., with Bert Stern, photographer.

Magazine ad, 2 pages or more, three or more colors—Herbert Matther, free lance designer/photographer, for Zlowe Co. and Knoll Associates.

Magazine ad, less than full page color or b&w—Helmut Krone, art director/designer of Doyle Dane Bernbach for Schenley Industries, with Maurice Bauman, photographer.

Newspaper ad, over 500 lines—William Taubin, art director/designer of Doyle Dane Bernbach for El Al Israel Airlines, with William Bernbach, creative director, Ewing Gallaway, photographer.

Poster (other than 24-sheet)—William Taubin, art director/designer of Doyle Dane Bernbach, for Henry S. Levy & Sons, with Judith Protas, copywriter, Wingate Paine, photographer.

■ **Institutional, announcement cards**—Gene Federico, art director/designer for Douglas D. Simon Advertising, (agency and advertiser), with William Helburn, photographer.

Magazine advertising art, three or more colors, product illustration—Charles Kerlee, photographer for Rolls Royce ad by Ogilvy, Benson & Mather, with Rollin C. Smith Jr. and Gus Wavpotich, art directors.

Magazine advertising art, three or more colors, general illustration—Irving Penn, photographer for Life ad by Young & Rubicam, with Hugh White, art director, Robert Gwathmy, photographer.

Editorial section or insert, two colors or b&w—Deborah H. Calkins, acting art director for Fortune, with Walker Evans, photographer/designer.

Editorial art fiction, three or more colors—Robert Andrew Parker, artist for Esquire, with Robert Benton, art director.

Editorial art non-fiction, three or more colors—John Lewis Stage, photographer for Holiday, with Frank Zachary and Stephan Biggs, art directors.

Editorial art, non-fiction, two colors or b&w, general—Art Kane, photographer for Esquire, with Robert Benton, art director, Harold Hayes, editor.

Television still art—Edward J. Bennett, art director for Chevrolet Motors division, with Guy Fraumeni, artist, produced by National Broadcasting Co.

■ Certificates of distinctive merit were awarded to the following 47:

Magazine ad, single page, three or more colors—Al Anthony, art director/designer of St. Georges & Keyes (now Adams & Keyes), for Fiat Motor Co., with Becker-Horowitz Studio, photographer.

Magazine ad, single page, two colors b&w—Edson Newquist, art director/designer of Needham, Louis & Brorby, for Peugeot Inc., with Wingate Paine, photographer.

Newspaper ad, over 500 lines—Herman Davis, art director/designer of Dowd, Redfield & Johnstone for Alitalia with Yudel Kyler, designer, Tudor Publishing Co., photographer.

Trade periodical ad, full page or more, b&w—Louis Silverstein, art director/designer of the New York Times, with Robert Frank, photographer, Irving S. Taubkin, art director.

Booklet direct mail, three or more colors—Peter R. Palazzo, art director of Henry Bendel Inc., with Jay Kissinger, designer, Mia Carpenter, photographer.

Poster (other than 24 sheet)—Helmut Krone, art director/designer of Doyle Dane Bernbach for E&J Gallo Winery, with Pinney Beecher, photographer.

Point of sale, record album covers, book jackets—S. Neil Fujita, art director/designer for Epic Records, with Seymour Mednick, photographer.

■ **Institutional, company magazine and house organ**—Bob Gill, art director/artist for Real Typographers Inc.

Institutional, annual report—Louis Dorfsman, art director/designer for CBS Radio, with Ted Andresakes, artist.

Institutional, letterhead and trademark—Louis Dorfsman, art director/designer for Sol Mednick.

Institutional, announcement card—Irwin Goldberg, art director/designer for Advertising Composition Inc.

Magazine advertising art, three or more colors, product illustration—Co-winners Gene Federico, art director/designer, and William Helburn, photographer, for Elizabeth Arden ad by Douglas D. Simon Advertising.

Magazine advertising art, three or more colors, fashion or style illustration—Jerry Plucer, photographer for Wamsutta Mills ad by Mogul, Lewin, Williams & Saylor, with Robert Blend, art director.

Magazine advertising art, three or more colors, general illustration—Co-winners Irving Penn, photographer, and Robert Gwathmy, artist, for Life ad by Young & Rubicam, with Hugh White, art director/designer.

Magazine advertising art, b&w, general illustration—Joseph Hirsch, artist for CBS-TV, with William Golden, art director/designer.

Magazine advertising, b&w, general illustration—Bert Stern, photographer, for Polaroid ad by Doyle Dane Bernbach, with Helmut Krone, art director/designer.

■ **Newspaper advertising art, general illustration**—Ben Shahn, artist, for Barton's Candy ad by Doyle Dane Bernbach, with Lester Feldman, art director/designer.

Newspaper advertising art, general illustration—Robert Weaver, artist for Time Inc. ad, by Young & Rubicam, with Raymond Todd, art director/designer.

Trade periodical advertising art, general illustration—Robert Frank, photographer for Dee Sportswear ad by Philip J. Perlman Associates, with Hal Davis, art director/designer.

Trade periodical advertising art, humorous illustration—Jerome Snyder, artist for CBS-Radio, with Louis Dorfsman, art director/designer.

Point of sale art, three or more colors—Barry Geller, artist for RCA Victor, with Acy R. Lehman and Herb Lubalin, art director/designers at Sudler & Hennessey.

Point of sale art, three or more colors—Art Kane, photographer, RCA Victor, with Acy R. Lehman, art director/designer at Sudler & Hennessey.

Booklet-direct mail art, three or more colors—Norman Gorbaty, artist/designer for Parke, Davis & Co. booklet by L. W. Frohlich & Co., with Kenneth H. Lavey, art director.

Booklet-direct mail art, two colors—R. O. Blechman, artist for NTA Telestudios, with Leonard Sirowitz, art director/designer.

Booklet-direct mail art, b&w—Lou Myers, artist for New York Times, with Louis Silverstein, art director/designer.

Tv live action—Bob Johnson, art director/writer with D'Arcy Advertising Co., for Anheuser-Busch, produced by MPO Productions.

■ **Tv animation**—Abe Liss, art director of MacLaren Advertising Co. for Esso Imperial, with T. Collins, designer, and Elektra Film Productions, producer.

Tv animation—Jack Wohl, art director of J. Walter Thompson Co. for Ford Motor Co., with Abe Liss, art director, Irv. Spector, designer, and Elektra Film Productions, producer.

Tv Limited technique—Jack Wohl, art director of J. Walter Thompson Co. for Ford division, with Howard Zeiff, designer, and Transfilm Inc., producer.

Tv full stop motion, three dimensional (puppets)—James Henson, art director of M. Belmont Ver Standig for Wilkins Coffee, with Jane Nebel, art director, James Young, writer, Rodel Productions, producer.

Tv color—Robert Gage, art director of Doyle Dane Bernbach for Chemstrand Corp., with Phyllis Robinson, writer, Transfilm Inc. (William Helburn) producer.

Tv still art—George Olden, art director/artist for CBS.

Editorial page, three or more colors—Henry Wolf, art director/photographer, for Esquire.

Editorial spread, three or more colors—Allen F. Hurlburt, art director/designer for Look, with Frank Bauman, photographer.

Editorial spread, three or more colors—Irwin Glusker, art director/designer for Horizon.

Editorial spread, two colors or b&w—Co-winners Audrey Rosenson and Henry Wolf, art director/designers, for Harper's Bazaar.

■ **Editorial section or insert, three or more colors**—Robert Benton, art director/designer for Esquire, with Robert Andrew Parker, artist.

Magazine cover, general or mass magazine—Henry Wolf, art director/designer for Harper's Bazaar, with Richard Avedon, photographer.

Magazine cover, trade—John Berg, designer, for Art-Direction, with Ken Saco, art director.

Editorial art, fiction, three or more colors—Bert Stern, photographer for Esquire, with Robert Benton, art director/designer.

Editorial art, non-fiction, three or more colors, fashion or style—Elbert Budin, photographer for Seventeen, with Charlotte Gordon, art director/designer.

Editorial art, non-fiction, three or more colors, fashions or style—Karen Radkai, photographer for Vogue, with Alexander Liberman and Priscilla Peck, art director/designers.

Editorial art, non-fiction, three or more colors, food—Hiro, photographer for Harper's Bazaar, with Alexy Brodovitch, art director/designer.

Editorial art, non-fiction, three or more colors, general—Art Kane, photographer for Esquire, with Robert Benton, art director/designer.

Editorial art, non-fiction, three or more colors, general—Dr. Donald Thompson, photographer for Life, with Richard Gangel, art director/designer.

Editorial art, non-fiction, two colors or b&w, fashion or style—Richard Avedon, photographer for Harper's Bazaar, with Henry Wolf, art director/designer.

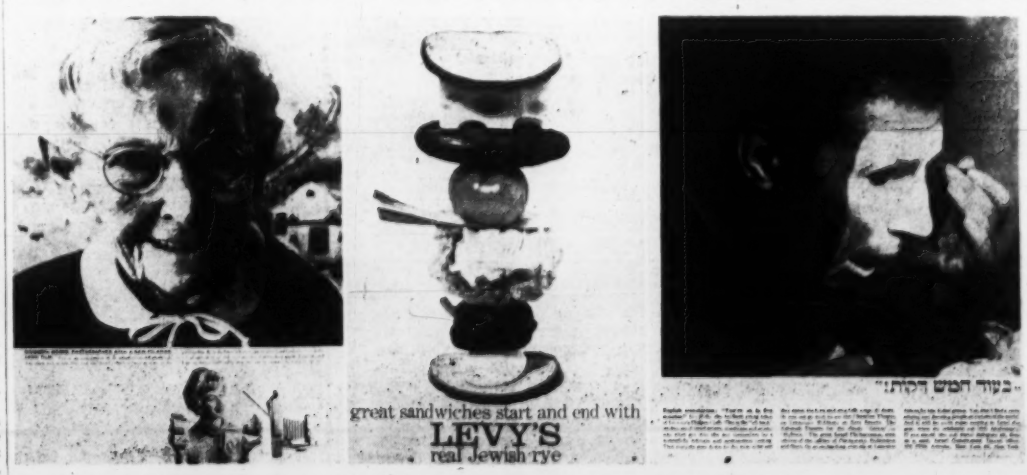
Editorial art, non-fiction, two colors or b&w, general—Harvey Schmidt, artist for Esquire, with Henry Wolf, art director/designer. #

GOLDEN AGE—*This photograph for an editorial feature in Esquire won an award in the editorial category for Photographer Art Kane.*

Henderson Names Williams; Adds Norris Mfg. Co.

John S. Williams has resigned as senior vp of Cunningham & Walsh to join Henderson Advertising Agency, Greenville, S.C., as vp, creative director and a member of the executive committee.

Henderson has been appointed to handle advertising for Norris Mfg. Co., Taylors, S.C., maker of sport shirts for men and women.



THREE OF FIVE—*These are three of the five ads by Doyle Dane Bernbach Inc. art directors which won prizes. The ads for Polaroid and Levy are by William Taubin; the El Al ad by Helmut Krone.*

Advertisers Hurt Press, Air Media, Panelists Assert

Trend to Buying Only Top Newspaper Weakens Market's Others: Wiggins

NEW YORK, March 31—Blame for the "shallow" content in the press and in broadcasting and for the shrinking number of newspapers was put on advertisers at a panel discussion on CBS-TV last Sunday.

This was the first of a two-part discussion on the topic, "Is American journalism meeting its responsibilities?" The discussion concentrated on whether press and broadcasting are doing an adequate job of informing the public about the serious matters with which it must be concerned, or whether the public is being lulled to sleep by coverage of less vital, but more entertaining happenings.

Barbara Ward Jackson, author and former foreign affairs editor of the *London Economist*, suggested that mass media have to lower their standards to reach a mass audience in order to sell as many goods as possible for the advertiser—as long as the media are advertiser-supported. Some of the participants disagreed with this contention, but this is how Lady Jackson developed her argument:

■ She said that advertising-supported media must try to reach as large an audience as possible and they do this by telling people what they want to hear. The dilemma of the press, she added, is that such a course doesn't necessarily produce high standards of taste and judgment or of sustained interest.

"The news comes in a great mass of Easter bonnets," she continued. "Sometimes I wonder really, looking at these Easter bonnets, whether we don't feel that Berlin is terribly remote and somehow masked by the beautiful new clothes we can buy for our children. But this kind of dissipation of mind, within which news becomes imbedded, is one of the real problems."

James Russell Wiggins, executive editor of the *Washington Post & Times Herald*, attributed the consolidation trend in the newspaper business to the advertiser's preference for buying a market's top paper and only that. He indicated that the advertiser's preference has put a "premium on the best and made the role of the second, third and fourth ranking best increasingly difficult."

■ Lady Jackson noted that this same problem has led to a tremendous concentration of newspapers in England. "We have seen since the war a number of newspapers that could not hold up because the moment they lost the top figure of circulation, there was a massive switch of the advertisers to their competitors, and many of them just folded."

■ Eugene C. Pulliam, publisher of the *Indianapolis Star & News*, said the development of newspaper monopolies has been accompanied by a loss of editorial courage on the part of many publishers. "It's a very bad tendency in America that we have so many newspapers without editorial courage," he said. "My quarrel is with publishers who don't have courage to say what they believe and stay with it. It isn't a question of whether people agree with you or not. But if they [the newspapers] take a position and make people think—if everyone disagrees, if you get people to think—you have accomplished something." #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

LAYOUT ARTIST

Large radio electronics firm needs third man in fast growing advertising art department. Three or more years of layout experience with good working knowledge of production. Salary from $5,000 to $6,750 depending on ability. Send resume and samples with first letter to **Jack Miller, Advertising Dept., Collins Radio Company, Western Union Building, Cedar Rapids, Iowa.**

MOLENE

Editors .....**Public Relations**
Copywriters .....**Advg. Managers**
Artists .....**Media** .....**Production** .....**Service**
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

EXCELLENT OPPORTUNITY FOR A CREATIVE MEDIA MAN

Chicago office of a large, national agency offers a fine opportunity to a creative media buyer. Experience in all media valuable, but not essential. Must be able to write and speak well. State realistic salary requirement. All replies held in strictest confidence. Our employees are aware of this ad.

Box 2429, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEWSPAPER PROMOTION

Man to handle all phases of advertising promotion for one of top newspapers in nation. Should have promotion dept. experience as well as sales. Creative, aggressive, young, and with some technical ad production know-how. Salary negotiable from $7,500, plus many advantages. Good city.

Box 2411, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES DEVELOPMENT

Metropolitan newspaper (eastern seaboard) has opening for creative man who is strong on ideas for getting new business (not special sections) and who can formulate the plans to carry them through. This man must also be equipped to meet special sales problems head-on and come up with workable solutions. He must in all cases be an initiator. As a member of the advertising promotion staff, this man would be given a completely free hand to work out his own approaches. Here is an opportunity to face a stimulating challenge. The man who takes this job may now be working for another newspaper, possibly on copy and presentations, or he may be in an agency. Send full background information. Salary open. All replies confidential. Write to:

Box 2403, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

ASS'T TO INDUSTRIAL ADV. MGR.

Exceptional opportunity for aggressive young creative writer, ready to assume heavy work load with industry leader. Will write direct mail, sales literature, news releases, bulletins. Minimum two years experience, salary open. **Write L. S. Alexander, MGD, 2011 Hastings Street, Chicago 8, Ill.**

HELP WANTED

ADVERTISING AND SALES PROMOTION

for national automotive parts manufacturer that's first in its field and still growing—located on the Shore of Lake Erie.

Aggressive, imaginative, ambitious man who likes creating and running planned promotions can have life time growth opportunity. Work with four other genial hard hitting, advertising men and your own promotion-minded sales manager, in a new growing division. Fine salary plus bonus, plus amazingly generous profit sharing plan. Usual Insurance Benefits. Experience in writing and producing literature, p.o.p., ads and direct mail. Knowledge of merchandising principles essential. No age restrictions, but prefer 25-38 year bracket. Write promptly and fully to

Box 2404, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MAGAZINE SPACE SALES

If you've an interest in your own business and personal growth; if you've had a year or two of business experience and a desire to sell, we'd like to talk to you about the challenge of advertising space sales for one of the top six consumer magazine publishers in the country.

Because of continued growth we are expanding our national advertising sales staff. If you can supply desire and ability, we will provide a thorough training.

Our 10 sales branch offices are located in major metropolitan centers. Jobs are salaried. Established territories require serving current clients as well as acquiring new ones.

Marketing your own talents offers one of the stiffest selling challenges you will face. If you're interested, please present your product advantages completely in a letter.

Personal interviews will be arranged for selected applicants.

Box 2405, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Space Sales Cleveland-Pittsburgh Territory. Top publisher trade magazines needs highest type of hard working salesman in its greatest potential territory. Cleveland Office. A real opportunity and permanence for the right man. Send resume to

Box 2406, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE
NEW BUSINESS MAN
PITTSBURGH AGENCY

Must know consumer copy, sales promotion and be a good contact and new business man. This is a superb opportunity in a small but successful agency for an all round agency ad man with a flair for copy and an ability to sell clients and prospects. Good starting salary, a share in the profits and a future bounded only by your own limitations. Write in full detail with references, salary requirements and samples which will be returned.

Box 2407, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

HELP WANTED

ADVERTISING MANAGER

Sick of shoveling snow? Commuting? The ratrace? AAA1 truck-trailer manufacturer wants young advertising manager and understudy for sales manager. Must have intelligence, personality, good advertising education and some agency or ad department experience. Great Dane Trailers, Inc. sells and advertises nationally. Headquarters in beautiful Savannah, Ga. where golfing, boating, fishing and hunting are year-'round activities anyone can afford. Advertising manager will work with agency, develop sales aids for dealers, handle co-op account. The opportunity for advancement in sales is greater than starting salary. Do not phone company. Give complete background first letter, which will be held in confidence and will be answered. **Reply only to George & Glover Advertising Agency, 805 Peachtree St., N.E., Atlanta 8, Georgia.**

EDITORIAL PROMOTION MANAGER
LEADING MIDWEST DAILY

Newspaper experience helpful. Heavy on copy writing. Idea man. Speaker. Work under excellent conditions, all fringe benefits. Details first letter, please, in true confidence. Start about $6,500.

Box 2409, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES OPPORTUNITY

Chicago publisher needs space representative to take over established mid-west territory for merchandising publication tops in its field. Draw against commission. Married man preferred. Send complete resume to

Box 2410, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Florida Agency wants experienced artist capable of producing creative layouts and comps, finished art, keyline and pasteup. Send samples, resume and salary requirements to **John L. Douglas and Associates, 1101 29th Avenue West., Bradenton, Florida**

A GOOD JOB
in
WESTERN CANADA

We require a creative art director for leading advertising branch office in city of 300,000 population. Experience, creative ability, technical knowledge and cooperative attitude mandatory. Our job is for the man who is capable of assuming complete responsibility in directing the creative department. Position must be filled quickly. Reply sending resume of background and salary expected to

Box 2412, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

POSITIONS WANTED

AMBITIOUS YOUNG MAN LOOKING FOR OPPORTUNITY

Desires position with agency or studio. Crisp layouts-comps. Pkg. design, lettering, finished art.

Box 2389, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

12 years experience in three territories with top management publication. East Coast preferred though not essential.

Box 2386, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

CARTOONIST, B&W & color illust., spots, caricatures, full/part time. **Jerry Siler, 1857 Lemoyne St., Los Angeles 26. NO 5-1390, DU 2-3246.**

CIRCULATION MGR.-BUSINESS PAPER

15 yrs. know how, direct mail promotion, fulfillment. Chicago or N.Y.C.

Box 2413, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RADIO-TV TIMEBUYER—Spot & network. 4A experienced top national and local consumer accounts: foods; automotive; home furnishings; soft goods; women's wear; chemicals etc. NY or re-locate to Far West.

Box 2414, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

A COPY CHIEF ASKS:

"Is it impossible to sum up 9 years with a top 4A agency here? To say that these years cover promotions, spreads, 24-sheets, commercials (all for one of America's bluest chips) . . . include training younger writers . . . and make me want to join a smaller N.Y. agency? Because I'm happily married, healthy and 32, I don't believe anything is impossible!"

Box 2415, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

ADVERTISING, SALES PROMOTION MANAGER

Strong creative man capable of developing and following through aggressive, hard-hitting Advertising-Sales Promotion programs. Creative writer. Able administrator. 10 years consumer and industrial experience. Desires medium size manufacturer. Chicago area preferred, but will relocate for right opportunity.

Box 2416, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING EXECUTIVE

Currently account executive small industrial agency. Wide agricultural and industrial experience in planning, copy, layout, production. Co-owner printing plant 10 years creating, producing advertising materials. Seeks company Ad Mgr. position in Midwest. Salary: Low five figures.

Box 2417, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOONLIGHTER

Entire staff (one man) indust. distr. adv. dept. desires freelance design work in Fairfield and New Haven counties of Conn. BFA in Adv. Des. from R.I. Sch. Des. G. Bradbury 10 Prairie Avenue, Derby, Ct. REgent 5-5475 after six o'clock, please.

Editor, nat'l. bus. mag. seeks responsible pos. Exp. editorial direction, art direction, production, writing.

Box 2418, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP LAYOUT

Creative-have worked on many accounts. Sparkling, deft handling of color, black & white. Now employed in top position. $10,000 to 15,000. Very fast.

Box 2420, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SOMEWHERE IN A SMOG-FREE AREA

. . . there must be a spot for me in a progressive agency needing a dependable producer, seasoned in industrial, consumer, mail order, creative, contact, publicity, planning—the works, including people-pleasing. Good 15 yr. record two 4A's—still with No. 2 in L.A. Univ. Grad., excellent health, self-starter. Salary $12,000.

Box 2419, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREELANCE ART SERVICE BY MAIL

Lettering-Cartoons - Layout-Design-Ideas Top quality, low prices, prompt service. State needs - Free folder and samples. **ALLAN K. JENSEN, AUDUBON, IOWA.**

COLLATERAL COPY SUPERVISOR

Wanted for Detroit office for 4A agency. Automotive or durable goods experience desirable. Reply

Box 2421, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ELECTRICAL AD MAN

8 years Ad Mgr. experience with 2 national electrical mfgs. Know copy, art and advertising functions. Not an engineer's friend. $10 M.

Box 2422, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

1 MILLION MOVING UP FAST?

I'm right with you. Creative copy-plans-contact. Plus sales, PR experience.

Box 2423, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE IND. COPYWRITER

Nothing "cute" here, but always use my facts with imagination for superior results. A little art talent, administrative ability. Tops in copy. Now empl. adv. asst. national mfgr.

Box 2424, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER (ALL MEDIA)—10 YEARS EXP. Employed (4A Agency) but needs greater challenge and opportunity. Highly creative. Exp. includes Copy (top accts. top NY 4A agencies), Advt.-Sales Prom. Mgr. (major industry), Sales Prom. AE & Writer (Network). Young (35). Married. Will relocate.

Box 2425, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

JUST LET ME CREATE!

Been a veep in two 4-A agencies. Worn all hats from account executive to new business. Feel the urge to return to concentration on the creative side. No need of big title. Just a desk in a quiet spot, agreeable associates and an income in the 10M-15M bracket. Sound like your MAN? Then, let's talk it over!

Box 2426, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-MERCHANDISING MGR.

A real pro, known for results. Outstanding 20 yr. record planning, creating, administering, field follow-through as Advertising-Sales Promotion Mgr., Merchandising-Sales Training Mgr. three nation's sales leading mgrs. consumer, industrial, agricultural products. East, middle west or south preferred. For details, P. O. Box 575, Atlanta 1, Ga.

FARM EQUIPMENT WRITER (AGENCY)

Experience includes top nat'l accounts.

Box 2427, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Progressive publisher of new consumer monthly needs reps in all territories who can do effective job among general men's and sporting goods-outdoor advertisers. Publisher guarantees complete cooperation and aggressive promotion and looks for same in return. We need to know your present publications, territory covered, approx. volume of business now being handled, your commission structure. Sell yourself in your first letter. All inquiries acknowledged. Write

Box 2430, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

FOR SALE: Media Properties: Radio stations as low as $30,000 total price; television stations from $450,000; monopoly market (small) radio and newspaper combination, $150,000. Terms. **Chapman Company, 1182 W. Peachtree, Atlanta; 205 W. Wacker, Chicago; 1270 Avenue Americas, New York.**

AGENCY AFFILIATION OR MERGER

Small well regarded Pittsburgh agency with 3,000 sq. ft. beautiful offices and full facilities and staff. Would like to discuss affiliation or merger with moderate size metropolitan agency. This is addressed only to a highly creative organization interested in service facilities and the development of new business in the Pittsburgh market. Principals only.

Box 2408, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

MISCELLANEOUS

POWERFUL SALES LETTERS WRITTEN $1.50 per line, no obligation. **FREE** watercolor paintings with ptg., addressing & mailing contracts. **PERRY'S BUSINESS SERVICE** P.O. Box 137,D-1 Barrington, Ill.

SPACE FOR RENT

Desirable location E. 46 St. off Lex. Approx. 800 sq ft main floor large front window north light. Long sublease available immediately. Reasonable PLaza 7-3990

SPEEDY MESSENGER SERVICE, Inc.
100 West 56 St. NYC 19

SUMMER RENTAL-GREENWICH CONN. 5 Master Bedrooms, 4 baths, $3,000 season. Gardener provided. Bathing privilages.

Box 2428, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

CHICAGO OFFICE SPACE

1,000 sq. ft.
1-5 private offices.
Completely air conditioned
Receptionist
Automatic elevator
National Sporting Goods Association
716 N. Rush St.,
Chicago 11, Ill.
DE 7-3870

WALKER
Better Jobs—Lower Fees

ADVERTISING SALES PROMOTION MANAGER

Prefer someone with retail background. Also strong know-how on catalog production. Age to 42. Headquarters Minneapolis. Salary $8,000-$12,000.

Send complete resume to us for confidential handling.
212 South 7th Street, Minneapolis, Minn.

ART DIRECTOR
— working variety

Must be alert, steady, responsible and capable of carrying his own load by producing fresh, imaginative layouts for consumer and industrial ads and collateral material for well-established 4-A advertising agency in St. Louis with excellent growth potential. This agency's management is young, enthusiastic and energetic. If you are strictly a professional, not afraid of hard work, with unusual ability, this may be your ship.

COPY CHIEF
— writing variety

This man must be a professional writer who can shift with rapid versatility from industrial to consumer accounts without hitting the panic button. Writing must be fresh, powerful, crisp. Must be able to translate basic ideas into copy that is concise, believable and professionally logical. If you know you qualify, we'll be looking forward to an appointment. Box 480, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

WANTED
MAN FRIDAY FOR INDUSTRIAL AD AND P.R. DIRECTOR

One man and one girl spread too thin in this multi-division industrial corporation with headquarters in Chicago. Help needed for growing divisions without ad staff. Starting salary $7300. Emphasis on advertising—not P.R. Write full particulars. Box 476, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Key Opportunity for
TV Film Writer

preferably with cosmetics experience

Must be adept at visual thinking—with sample storyboards and films. No production! Assignment is on a large account with ten network tv shows now on the air. To qualify, you must be self-starter, fluent writer and require minimum of supervision.

This agency is noted for pleasant working conditions. Salary commensurate with your responsibility. Write:

Wade Advertising, Inc.
20 N. Wacker Drive
Chicago, Illinois

---

wanted **COPY-WRITER**

...capable of becoming copy chief in a well-known Madison Ave. agency within 6 months!

The man we prefer is probably employed...but he'd have to wait **years** for an opportunity like this. He's heavy on pkg. goods — foods, beverages, cigarettes, etc. (largely print). He's between 30 and 40. He can **write,** visualize, create campaigns. Our copy guys know about this ad, and **you know this agency.** Send resume, starting salary.

N.Y. Box 482, 630 Third Ave., N.Y. 17

PRESIDENT OF SMALL AD AGENCY
(whose ideas have proven sound)
SEEKS NEW AFFILIATION . . .

You've seen his ads and merchandising ideas for years. He's one of the few "small-agency" men with practical consumer goods marketing ideas that have actually been bought by the multi million-dollar advertisers. For the past several years he has been running his own shop—and most profitably. But now he'd like to merge with another agency whose clients can profit from his fresh, creative thinking. Or he'd like to head-up a house agency.

Would you like to talk with him or about him?

EDWIN B STERN
(Personnel Agency)
11 West 42nd St.
CHickering 4-7585, NYC

Advertising Age Needs an Editorial Man in Chicago

We need another man (or woman) for the Advertising Age Chicago editorial staff. He should be young enough to find life exciting, old enough to know his way around. News writing background is essential, knowledge of the advertising business extremely helpful. Write (don't call) giving your qualifications and experience, and your price range, in complete confidence, to J. J. Graham, Managing Editor, 200 E. Illinois St., Chicago 11.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1 for $2.65 Larger sizes proportionately priced.
Ward Kah Box 87 Glendale 6, Calif.

MAN WITH 12 HATS
will toss them all into your ring!
So you aren't a JWT, bulging with manpower. So you manage to *look big* anyway—because every man carries multiple responsibilities.
Here's the record of a versatile Mad Hatter:
Acct. Exec. Copywriter. Scriptwriter. Commercials and Storyboard Writer. Retail Sales Promotion Mgr., PR Mgr. New Business Presentation Specialist. Sales Meeting Organizer and Conducter. Specialist in Direct Mail and P.O.P.
Salary? How many hats do you want?
BOX 471, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

SALES PROMOTION — MERCHANDISING MAN
Leading manufacturer, N. Y. metropolitan area, has immediate and excellent opportunity for promotional minded men to work with dairies on setting up and supervising sales programs. Must have previous experience in fresh fluid milk selling; both wholesale and retail. Extensive travel. Salary commensurate with experience. Our men know of this ad. Write Box 473, Advertising Age, 630 Third Avenue, New York 17, N. Y.

Editorial services . . . Slidefilm scripts and production . . . Sales training in all media . . . Product and competitive-product research . . . Dealer surveys and shopping . . . Company histories . . . technical publications.
ANALYSES INC.
5405 Oakman Blvd., Tiffany 6-7600
Dearborn, Mich.

Wanted by a leading medium-size Chicago agency:
ACCOUNT EXECUTIVE
With good home-building, building materials, appliance or similar background.
Must be able to put together and supervise sound advertising-merchandising-public relations programs for clients in the "shelter" field. Agency experience desirable, but not essential. Please write fully; our staff knows of this ad. Your letter will be treated confidentially. Address:
BOX 483, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LEADING BUSINESS PAPER IN THE FOOD FIELD
is feeling the stress of trying to go it alone. Thoroughly national following; tremendous acceptance; top editorial qualifications; should be a nice money maker for multiple publication house. Box 477, Advertising Age, 630 Third Ave., New York 17, N. Y.

RETAIL FURNITURE CHAIN NEEDS TOP-FLIGHT AD LAYOUT MAN
He can be an artist with a practical knowledge of what makes a "selling" furniture ad . . . or be a person with furniture advertising experience who can turn out a "practical" layout. He must know how to handle medium price, credit store operations as well as better type stores. If you're the man we're looking for, you'll be part of a big, progressive "ulcer-free" ad department with security and future opportunities. So, tell us in your own way why you're the man we need. State your background, family status and starting salary desired.
Box 474, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

YOUNG EXECUTIVE WITH VERSATILE BACKGROUND
8 years exp. in liquor sales, sales prom. & branch office mgmt. Knows S. Calif. mkt. 32, married, B.S. degree. Wants exec. position dealing with consumer products. Will relocate.
Box 27, R 341, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ADVERTISING ART DIRECTOR
with agency experience, who can produce high-caliber layouts—with some client contact. Diversified national and industrial accounts—all media. Send photograph and résumé; stating age, experience and expected salary. All applications confidential. Do not send samples at present.
Laurence Brinkman, Art Director
Kircher, Helton & Collett, Inc.
2600 Far Hills Ave.
Dayton 19, Ohio

ADVERTISING SERVICE-SALESMAN
Old established New York Ad firm has immediate opening for one self-starting salesman who can sell to NY area ad agencies, manufacturers, chain retailers and other users of layouts, art, printing, mats, etc. Earnings limited only by ability to produce. Draw against commission. All replies strictly confidential. Write Box 472, Advertising Age, 630 Third Ave., New York 17, N. Y.

INDUSTRIAL AD MANAGER
Medium-size division of one of America's leading controls manufacturers wants advertising manager. Present sales in three to four million area. Projected sales set for ten million . . . within ten years. Continued introduction of new products in an exciting dynamic industry make this opportunity a real challenge. Rare opportunity for growth for man who is willing to start small and grow with the job. Duties include coordination of advertising and sales promotion material; direct mail; catalogs; data sheets, etc. Man chosen will work under supervision of sales manager, in close liaison with advertising agency. Interviews in Chicago area week of April 20th. Write, giving details as to past experience, salary expected, photograph, to Box 481, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

FREE: CREATIVE ACCOUNT EXECUTIVE FOR AGGRESSIVE NEW YORK AD AGENCY

I have never been on the debit side of any agency ledger. I pay my own way by producing new business and increased billings through salable presentations and campaign plans. As a one-man agency I now place over $400,000. in commissionable billing.

I am selling my Los Angeles agency to come East and test my abilities in a more combative (and more rewarding) market. At 39 I am still young enough to be in this business for both fun and profit, and think they should exist in equal ratio. I am looking for more fun.

I am hoping that some bold and perceptive New York agency owner will see in this attitude a foil for his own ambitions. The agency I am looking for will have a healthy balance sheet, a history of long term client relationships, and billings somewhere around the ten million mark. It will also have an appetite for growth that can be fed by my skills.

Documentation of any statement made in this ad is available on request. Just write: **Paul Gropman, 17159 Donmetz Street, Granada Hills, California.**

Our 48th Year
COPY SUPERVISOR, major agency. Heavy pkg. goods exper. Print & TV. $20-22M
SENIOR WRITER, important agency. Strong in pkg. goods. Print & TV. Heavy fringes. Highly creative shop. unusual metro area. 20M+
MKT. RESEARCH, big agency. Growth spot for a comer in mktg. 15M+
COPY, battery exper. Agency 9M
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

FIRST RATE OPPORTUNITY FOR FIRST RATE AD SALESMAN—L. A. Based (Appliance Field)
Your background will determine your salary guarantee; your ability will determine your commission future. If you are our kind of man you will want us and we will need you as selling sales-mgr. of solidly backed magazine in a Class A market. We are determined to become the best darned book in the field and will give you the tools and the product if you'll give us top selling skills, ambition & hard work. If you are this man it's worth your while to write or phone **Bill Bowen, 4041 Marlton Ave., Suite 208, Los Angeles 8; AXminister 2-0280.**

TO AN EXPERIENCED INDUSTRIAL SPACE SALESMAN READY TO RUN HIS OWN BUSINESS
A widely recognized International Business Directory, foremost in its field, has several excellent marketing areas available for experienced men with five-figure potential.
If you know media contact, and can develop a sales territory on a fully protected franchise basis, here is your opportunity to be your own boss, representing a book that has no competition in industry's fastest-growing field, the international market.
OFFERS FROM ESTABLISHED PUB. REPS. ALSO WELCOME
No investment necessary, but financial responsibility and good selling experience must be shown. Write, giving complete background, to Box 475, Advertising Age, 630 Third Ave., New York 17, N. Y.

EUROPEAN MARKET
A French Advertising Agency would like to become the correspondent for France of a United States advertising Firm, interested by Common Market and European Market's new possibilities.
26 years old. Large possibilities. Important industrial Clients. The best references.
If this offer interests you, Please, write to:
AGENCE DIFFUVOX
252, Faub. St. Honoré,
PARIS Oe

ADVERTISING
We handle your employment problem confidentially and effectively
CREATIVE DIRECTOR $20,000
Top level agency exp., consumer accounts. Exc. opportunity.
COPY—CONTRACT $9,000
Prefer agency exp. on hard goods, building materials, etc.
ACCOUNT EXECUTIVE $12,000
Feed and farm equipment exp. Exc. potential with ad agency.
MARKET RESEARCH MGR. $10,000
Solid bkgd. in electronic and automotive equip. for mfr.
RADIO, TV WRITER $9,500
For Midwest ad agency on variety of accounts.
EDITOR $8,000+
Writer, editor, good knowledge of printing production.
B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!
BACON CAN GIVE YOU CLIPS ON:
• Publicity • Subject Research
• Competitive Publicity & Advertising
Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

Rothmans Shifts $1,000,000 Account to Hayhurst Shop

(*Continued from Page 2*)

back to them."

Asked why Rock City brands had been moved from K&E, he said: "The appointment of MacManus, John & Adams is an extension of a long-standing association with the group's interest in New York. Foster Advertising was appointed as a result of recommendations given us by our business friends."

The Rothmans-Y&R separation is one of the few cases in which a client-agency separation has been widely publicized in Canada; the reaction is regarded as a reflection of the increasing American influence in Canadian advertising circles.

The Canadian trade is, however, taking considerable comfort from Rothmans' appointment of two Canadian shops. This is about the first important indication that the trend toward appointing American agencies might be reversed.

■ Otherwise, Canadian agencies have been taking it on the chin from U.S. agencies, with a long chain of defections from Canadian shops in recent years by such companies as Ford of Canada, Julius Kayser, several divisions of Canadian Industries Ltd., Salada-Shirriff-Horsey and others.

Canadian agencies still, however, account for an estimated 75% to 80% of national billings. #

Boards Name Evans, McClure

The California Fresh and Processed Asparagus Advisory Boards have named Evans, McClure & Associates, San Francisco, to handle advertising, merchandising and publicity. Test campaigns will begin in June in Muncie, Ind., and Harrisburg, Pa.

Walter L. Barber Co.
NEW YORK • CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

Your classified ad in Advertising Age gets "PRESTO" ACTION!

. . . but there's no mystery about it. For Ad Age is read by over 158,000 advertising and marketing executives—the people with authority to buy, sell, or hire. They know what they want—they act fast to get it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Magazines Confirm 'Cigaret Censorship'

(Continued from Page 1)

for Bantron earlier this year and was "not aware of any pressure" from tobacco companies to reject the copy.

Kastor reported receiving a letter from a magazine which said, "I sincerely hope that it [the ad] will result in some positive action." Another magazine wrote: "We would be happy to run your Bantron copy—and we wouldn't be intimidated by cigaret companies."

In its strongly-worded ad, Kastor said that "some cigaret companies and their agencies have been making insistent efforts to get publications to refuse to carry ... advertising" for Bantron.

■ "What they [the tobacco companies and their agencies] are in effect saying," the Kastor ad continued, "is that no matter how necessary it is to your health for you to quit smoking, they will do their utmost to prevent you knowing that there is anything which

RECENT—*One of the latest controversial Bantron ads is this b&w page in Life March 30. H. W. Kastor & Sons, Chicago, is the agency.*

can easily, pleasantly, and effectively help you to stop. They will, as far as they can, deny Bantron the right to advertise.

"We think that this attitude is not only callous and arrogant, but bad business. It is bad for everyone when large advertising appropriations are used as a club in this manner."

Ashley Belbin, vp and copy chief at Kastor, said the agency had received about a dozen letters, plus phone calls, complimenting Kastor on the ad, which he described as an attempt to "lessen the pressure" on media accepting Bantron ads.

■ Among the favorable comments on the ad was a letter to Kastor from an official of a leading soap company, who said, "This is not only an excellent ad, but creates a very favorable impression of the Kastor company's business maturity in approaching a difficult problem."

The head of a midwestern agency commented: "If the facts are as pictured in your very well written statement, it is a sad and shocking commentary on present day business practices. May I take this occasion to congratulate you on the means you have chosen of bringing this to the attention of the advertising and business world."

"I commend your courage, integrity and sincerity," wrote the head of a New York agency. "If there were more agencies like yours in this business it would not be subject to the attacks it now bears, many of which are justifiable ... Fight on! Maybe we can make honest people out of some of the tobacco men."

■ Another New York adman commented, "This is the gutsiest agency ad I've ever seen—it's to your everlasting credit for writing it and running it."

Mr. Belbin said the ad was designed to appeal to tobacco companies to act "rationally instead of emotionally" with regard to Bantron advertising. He said pressure by the companies on magazines running Bantron copy has increased in the last two or three years.

■ A check of the major tobacco companies—American, Lorillard, Philip Morris, Liggett & Myers, U.S. Tobacco—and their agencies brought no comment for publication.

Off-the-record reactions were something else.

The charges in the Bantron ad were termed "ridiculous" by one agency man, who added that he'd once tried the product "and it gave me heartburn."

"That's a lot of rot," snorted one tobacco company executive, when the ad was read to him. "If the claims are provable why don't they go to the FTC? It's just another gimmick for cheap publicity."

An agency account executive who said he was "shocked" that Advertising Age carried the Kastor copy, went on to say that tobacco companies weren't worried about "a product like Bantron." He said the accusations in the ad "ought to be supported by some evidence."

Another tobacco company official called the ad "irresponsible and unfounded." An agency man replied that the ad "is one of the many 'ads we can do without' which you people are always beefing about. You ought to take some of your own cough medicine."

■ Bantron, originally introduced by Laboratory Products Co., Chicago, as Quits in 1951, underwent a change to its present name in 1953 when Campana bought the Chicago company. Last year, Bantron spent $117,551 in magazines. It did not appear in supplements nor on television.

A similar product, called No-To-Bac, used a mail order campaign in magazines in 1951 through Wendell P. Colton Co., New York. The Hewlett, N.Y., company and its agency feared that many magazines and newspapers would reject the copy out of regard for heavy-spending cigaret advertisers. But after five months, it was estimated that 95% of the magazines and 98% of the newspapers were accepting the ads. Copy ran one column by 26 lines in about 100 magazines. It was headed, "Free yourself from tobacco habit."

Curtis Gager Resigns as Coca-Cola Exec VP

Curtis H. Gager has announced his resignation as exec vp of Coca-Cola Co., Atlanta, effective April 30. Mr. Gager, who suffered a slight heart attack about a year ago, said that while his recovery has been satisfactory, he will undertake work which will enable him to pace himself both as to time and effort.

Curtis H. Gager

Mr. Gager said he plans to move back to the New York area, where he will engage in management and consultation work.

Try this quick fix dessert, this tonight.
fruit 'n Cookie
Smörgåsbord
with STOKELY'S Finest Fruits
and ARCHWAY Home Style Cookies

SMORGASBORD—*Swanson Cookie Co. and Stokely-Van Camp are joining in a promotion starting April 15 and running through May with a "smorgasbord" promotion for Archway cookies and Stokely fruits. Ads will run in newspapers, Ladies' Home Journal and The Saturday Evening Post.*

Sales Execs Group Weighs Publishing Ad-Supported Paper

New York, April 3—Whether National Sales Executives will launch an official publication that will take advertising is expected to be decided April 17-19 at a joint meeting in Fort Worth of NSE's finance and executive committees.

At the Fort Worth meeting, proposals by three publishers for publishing an NSE magazine on a contract basis will be considered. Proposals are understood to have been made by *American Salesman*, Dartnell Corp. and *Printers' Ink*.

If it is decided to go ahead with these or any other plans, the executive committee will make specific recommendations to the NSE board at the national convention May 30 in New Orleans.

S. L. Goldsmith Jr., executive director of NSE, said that the matter is still very much up in the air. Whether the proposed publication will ever be launched, he said, "is anybody's guess." The executive committee has been exploring many proposals, he said, and it may eventually be decided to drop the whole idea.

■ Philip Salisbury, publisher and editor of *Sales Management*, in a letter to NSE members, has explained why his publication turned down a suggestion to make it the official organ of NSE, and why *SM* is not submitting a bid to publish an official paper for NSE. He suggested the most practicable solution would be for NSE to publish a staff-edited paper for its members, without advertising, and restricted to news about NSE only.

It will be recalled that Advertising Federation of America planned a similar magazine recently, and that it was decided to postpone the venture. #

Kluge Wins Presidency in Metro Broadcasting Clash

A battle for control of the top posts in the Metropolitan Broadcasting Corp., New York, has ended with John W. Kluge, a major stockholder, replacing Richard D. Buckley, another big stockholder, as president. Mr. Kluge, who has interests in five other radio stations and one other tv station outside the Metropolitan block, already was chairman of the company, which operates stations in New York, Washington and Cleveland.

As a result of the clash, Mr. Buckley, who was named vp of Metropolitan Broadcasting and president of the WNEW division, is expected to dispose of his stock to get out of the corporation.

To Impress, Ad Symbols Must Be in Context and Appealing, Cone Says

New York, April 2—The use of symbols, the most direct, uncomplicated means of communication, was the subject of a discursive two-day, 13-speech investigation this week at the fourth annual communications conference of the Art Directors Club of New York.

Starting with the opening invocation given in sign language, the conference studied the "Challenge of Symbology" in the fields of religion, psychology, education, medicine, advertising—including road signs and hobo signs.

When it came advertising's turn at the podium, Fairfax Cone, chairman of the executive committee of Foote, Cone & Belding, told the group that in advertising "the projection of the symbol counts almost as much as the symbol itself."

"The same basic symbol can appear tired and unappealing," he said, "or—through the use of imagination—fresh and convincing. It is not enough that the symbol be recognized. It also must be seen in context and appealingly."

■ As an example of a stock symbol used to express ideas that are not stock ideas, Mr. Cone cited the baby in the Northern bathroom tissue ads. A baby, he said, has probably been used as often as any other single symbol, and usually represents love, devotion, trust and obligation. But in the Northern ad, it represents softness—"soft as my blanket, soft as me, that's how soft softness can be."

"The largest purely symbolic campaign of all time," Mr. Cone believes, may turn out to be the current Chrysler campaign. This series pictures no cars at all, but a bulldog belonging to a guy—"as these bulldogs always do"—who is tougher than nails. And a guy who is "the one man in four who wants a little bit more."

■ The Marlboro man came in for kudos too. "This is symbology working hard and well, because it puts your *mind* to work. But good as he is, the Marlboro man may be doomed by a crowd of not very skillful copies," Mr. Cone fears. "Too many copies wear out the appeal of even the best original."

■ As an example of "silly" symbols, he cited the Newport ads showing people smoking in the ocean surf. "This could only be a symbol to someone who has never smoked a sea water-wet cigaret."

As "theatrical props," he mentioned the man riding the white horse bareback, the grandpa's bust for Old Grandad, the plaster gloved hand for Calvert, "and the incredible bandana tied around the dog's nose for one of those vodkas."

■ Dino Olivetti, president of Olivetti Corp. of America, told how his company, doing business in 106 countries, uses visual symbols to help create favorable consumer attitudes towards Olivetti and its products.

■ The conference also got a short course on how to survive on the road without a credit card. James A. Maxwell, writer and author, enlivened one luncheon with an illustrated talk on hobo signs, "The Diner's Club cards of the dispossessed."

Mr. Maxwell explained the vagabond shorthand which, via a few chalked signs on a fence or pole, tells hobos just what kind of reception to expect in a certain town or house: A symbol of handcuffs means unfriendly police; a "man with a top hat" means a true gentleman is in residence; a "man with gun" means just what it looks like it means. And as one conferee suggested, agency men could well develop a similar set of "admen signs" to mark the client's door. #

JWT Regains Chase & Sanborn Coffee Account Resigned by Compton Agency

(Continued from Page 1)

showing the most growth—it runs about 40% of the total coffee market nationally, and ranges as high as 60% in some metropolitan areas. It is also the area of greatest profit for the coffee companies, and hence gets unusual attention. It is also volatile, susceptible to promotion, and highly price-conscious—and store brands and private brands are doing extremely well.

The price battle in the business took a grim swing in February, when General Foods cut the price of Maxwell House instant by $2 a case, which, since it is the undisputed national leader, put a lot more pressure on competitors.

■ Chase & Sanborn has been particularly heavy in spot television, where it accounted for about $1,957,750 in 1958. Its network spending was around $2,341,487, a little more than half of the money being spent on instant. At present, Instant Chase & Sanborn is being pushed on CBS-TV's Godfrey show, Linkletter and "The Verdict Is Yours," and on CBS-Radio's Godfrey show three days a week. In 1957, reflecting the intense use of price promotions, the company spent $1,832,994 in newspapers, and another $1,083,419 in magazines.

It brought out a new decaffeinated instant, Siesta, last year, which is handled by Ted Bates & Co. Compton's copy has repeatedly used "new" and "new and improved" to describe Chase & Sanborn instant, leading competitors to surmise that the company may have been experiencing some product difficulty.

Compton Advertising was recently named by the liquor division of Standard Brands to handle Black & White scotch. So far as could be determined, that assignment will continue. #

Hoffman, York Names Homan VP

Ben F. Homan has joined Hoffman, York, Paulson & Gerlach, Milwaukee, as a vp and senior account supervisor. He previously was director of service of St. Georges & Keyes, Chicago, now Adams & Keyes (AA, March 30).

Ben Homan

Mr. Homan was exec vp of the K. E. Shepard agency before its merger with St. Georges & Keyes.

Mahler Joins Stockton, West

Kenneth Mahler, formerly senior copywriter with Benton & Bowles, New York, has joined Stockton, West, Burkhart, Cincinnati, as senior writer and associate copy chief.

Short-Term Ad 'Successes' Can Lose Money: Dutka

NEW YORK, April 2—Retail promotions should be tied in with long-term advertising and marketing objectives to avoid "substantial" dollar losses, the national conference of the Sales Promotion Executives Assn. was told today.

Solomon Dutka, president of Audits & Surveys Co., added that many types of retail promotions merely result in "telescoping" consumer purchases without increasing long term total sales.

He cautioned manufacturers against the belief that a cut in retail prices would increase volume and thus offset the unit price drop. What happens, however, is that consumers who buy the product anyway often stock up when the item goes promotional. Then their supply moves them to cut down future purchases at the regular price.

"Unless there is an increase in the share of market in terms of new customers, and not merely a spurt in units sold, the net result can be dollar loss over the long term due to price cutbacks and special costs during the promotion period," said Mr. Dutka.

■ Roger A. Pihl, public relations director for Adell Chemical Co., told the sessions that his company's Lestoil, now spending over $10,000,000 a year for tv advertising, first tried to boost sales via newspaper linage.

However, Lestoil found it was "unable to get the coverage and saturation on sufficiently economical terms."

Mr. Pihl said that prior to 1954, Lestoil distribution was limited to areas around its home town, but that newspapers in the area "insisted on our paying full national rates."

He said the "rigidity of newspapers' pricing structures" possibly prevented Lestoil's growth from coming earlier than it did.

■ An award given by *Advertising Requirements* to "the sales promotion executive of the year" was presented to J.K. Duncan, a sales promotion manager in the household products division of S. C. Johnson & Son, Racine. Mr. Duncan was selected for the award by the Sales Promotion Executives Assn.

■ Richard Brown was elected to a second term as SPEA president. He is vp for marketing of Pacesetter Homes, Chicago. Victor Dell Aquilla, of Railway Express Agency, was reelected treasurer.

Three new vps and a new secretary were elected. The vps are Roy M. Barnes, of E. I. du Pont de Nemours & Co., Wilmington; Stanley Goodman, of Grayson-Robinson stores, New York, and Robert Westover, of the Watchmakers of Switzerland, Los Angeles. The new secretary is Lawrence G. Chait, head of the direct mail company bearing his name.

Among the new directors elected was Dick Hodgson, executive editor of *Advertising Requirements* and *Industrial Marketing*, Chicago.

Membership, which previously was limited to sales promotion executives on an individual, non-company basis, has been extended to include association membership to such groups akin to SPEA. An association will get a full vote but its representative cannot hold office. #

2 Papers Add 'This Week'

This Week Magazine will be distributed with the *Tampa Tribune* and the *Grand Rapids Press* beginning Sept. 13. The supplement will then be appearing in 42 newspapers.

Last Minute News Flashes

EWRR Adds Third Cyanamid Unit in Three Weeks

NEW YORK, April 3—American Cyanamid Co. has appointed Erwin Wasey, Ruthrauff & Ryan to handle advertising for its plastics and resins division (Melmac Dinnerware)—the third account the company has moved to EWRR in as many weeks. Hazard Advertising formerly handled the $300,000 account; it also had had the institutional and industrial chemicals accounts recently switched to EWRR (AA, March 23, 30). Hazard is still the agency of record for the organic chemicals and pigments divisions. Other American Cyanamid agencies are Ben Sackheim Inc. (textiles); Cunningham & Walsh (agricultural), and Perry Brown Associates (Formica). EWRR also handles the Lederle, surgical products and fine chemicals division.

Wholley Moves to American Home Foods as Ad VP

NEW YORK, April 3—Harry E. Wholley, formerly with Bryan Houston Inc., has joined American Home Foods as vp for advertising. Warren Kratzke has been promoted from assistant to advertising manager of AHF. Fred G. Robbe recently resigned as director of advertising and joined Lynn Baker Inc. as an account executive.

Dayton Rubber Shifts Industrial Unit to Marsteller

DAYTON, April 3—Dayton Rubber Co. has named Marsteller, Rickard, Gebhardt & Reed to handle its industrial products division, effective June 16. The account, which bills about $250,000, previously was handled by Allman Co., Detroit, which will continue to handle Thorobred tires. Dayton moved its foam rubber and Dayflex hose division from Norman D. Waters & Associates to Geyer, Morey, Madden & Ballard in January (AA, Jan. 12).

Doyle Dane Reportedly Top Volkswagen Contender

NEW YORK, April 3—Volkswagen of America Inc., which parted with J. M. Mathes Inc. on March 1, has still not selected a new agency although the decision is expected from Germany soon. Doyle Dane Bernbach Inc. is regarded here as the leading contender, with the following also mentioned as strong candidates: Edward H. Weiss & Co.; Compton Advertising; Reach, McClinton & Co.; Fuller & Smith & Ross and Bozell & Jacobs.

Freyd Succeeds Head as BBDO Marketing Chief

NEW YORK, April 3—Paul Freyd has succeeded Ralph Head as director of marketing at Batten, Barton, Durstine & Osborn. In marketing for 30 years, Mr. Freyd has been a managing consultant for the past 11 years and has been a special consultant to BBDO for the last three years. Mr. Head said his resignation "was my own idea" and that he was not ready to announce his plans. He joined BBDO 12 years ago and was named to his present post in 1956.

McCann Named for Kentucky Crest; Other Late News

• **Schenley Industries**, New York, has appointed McCann-Erickson to handle advertising for its Kentucky Crest, six-year-old straight bourbon whisky, an old brand the company is reviving. It will be marketed initially in Texas by the Melrose division of Schenley. McCann also handles Schenley's Old Charter, Echo Springs and Cascade bourbons and Golden Wedding blended whisky.

• **Duffy-Mott Co.** will introduce two new blended fruit juices in the New York metropolitan area April 6 via 825-line ads in 25 newspapers, 140 radio spots weekly on seven stations, plus spot tv. One drink, called AM, is a blend of five juices; the other, called PM, is a blend of apple and grape juices. Retail price is approximately 30¢ per 1 qt. can. Sullivan, Stauffer, Colwell & Bayles is the agency.

• **JFG Coffee Co.**, Knoxville, has named D'Arcy Advertising Co. to handle its advertising. Plans call for expansion of instant coffee production. The account will be handled by D'Arcy's Atlanta and New York offices. George Clark Co., Atlanta, is the previous agency.

• **Tidewater Oil Co.** fired another salvo in its anti-smog gasoline campaign this week, using ads in Los Angeles dailies Wednesday (April 1) inviting readers to "join the fight against smog." Ads contained a coupon saying that readers could "join" by sending in to Tidewater for a credit card application. Tidewater will break a new campaign in the East for its Flying A gasolines, to run through October, using dailies, outdoor, radio and tv spots and seven magazines. Foote, Cone & Belding is the agency.

• **William E. Dempster**, formerly with Calkins & Holden, has joined Cunningham & Walsh as account executive on 21 Brands, importer and distributor of wines and spirits. The account was moved from C&H to C&W two months ago (AA, Feb. 16, 23).

• **Rolland V. Tooke**, Cleveland area vp of Westinghouse Broadcasting Co. since 1956, has been named exec vp of the company, effective May 1. This is a new title.

• **Buchen Co.**, Chicago, has been named the agency for the Liquid Carbonic division of General Dynamics Corp., effective immediately. The account, which billed about $100,000 last year, previously was handled by Fletcher Richards, Calkins & Holden.

• **Pam Industries**, Chicago, has expanded distribution and advertising for its new Dry Fry, fat-free cooking aid in an aerosol can, to 50 markets, including New York and the West Coast. Pam is using newspapers and tv spots in all markets and some radio spots. The company introduced Dry Fry earlier this year in 25 markets (AA, Feb. 2).

• **Colgate-Palmolive Co.**, New York, was listening to presentations for the Wildroot Co. account as AA went to press. Ted Bates & Co.; Cunningham & Walsh; Lennen & Newell and Norman, Craig & Kummel—all present C-P agencies—are thought to be the leading contenders for the $3,000,000-plus account.

• **Alvin Kabaker**, vp and radio-tv director for West Coast operations of Compton Advertising, has been named general manager of the agency's Los Angeles office in addition to his present duties. This is a new title at Compton. W. H. Hunt, vp, who had been manager of the Los Angeles office and supervisor of some accounts, will now devote all his time to the latter.

• **Wesley N. Blish**, assistant ad manager of Wisconsin Electric Power Co., Milwaukee, has been promoted to ad manager, succeeding A. A. Engelhard, who died March 24 (*see obituary on Page 87*).

PLUS ENTRY—*Salada-Shirriff-Horsey is introducing its Potato Plus instant mashed potato flakes in upper New York state and eastern Pennsylvania with two-color and b&w ads like this. Tv spots are also being used. H. W. Warden Associates, New York, is the agency.*

Prices Doubled on 'Day Ads Stopped,' Allen Tells Adclub

SAN FRANCISCO, April 2—Robert E. Allen, president of Fuller & Smith & Ross, peered ten years into the future yesterday and envisioned a "day when advertising stopped."

The ban on advertising, clamped on by Congress, resulted in $1.75 magazines, $1.50 Sunday newspapers and nearly 100% increases in prices.

Mr. Allen's mythical day of no advertising was limned at the San Francisco Advertising Club for the benefit of about 500 Alpha Delta Sigma members from the University of California, Stanford University and San Jose State.

He told the collegians that the make-believe absence of advertising resulted in crippling cutbacks in automobile production and other consumer goods; business failures; mounting unemployment and the mass departure of tv personalities to toll television.

Mr. Allen lashed at advertising's critics who claim that admen make their living by "tempting the public to indulge themselves in unnecessary acquisitions."

■ "Advertising's job," said Mr. Allen, "is to tell you something about the products or services somebody has to sell. Unless we are to turn into mind readers, there isn't any other way for the public to find out about them.

"But does advertising make people buy things they don't need?" he asked. "Of course, nobody *needs* a television set; you can't eat it, or sleep in it. You don't really need an automobile, as long as there's any other way you can travel.

"You don't need a boat, or a deodorant, or life insurance, or 1,000,001 other products and services available in the modern world.

"But what the critics of advertising rarely admit is this—that by making people want, you also help them get. If the desire is there, the will, the energy, the means come along next. That's how advertising has helped make this country a pretty good place in which to live.

■ "The truth is," said Mr. Allen, "that our economy is an advertising economy, and a lot more people depend upon the advertising man than the makers of gray flannel suits and vodka." #

Stations Want Only Numbers, Seiler Charges

(*Continued from Page 1*)

approached for the service to go on a paid basis, three of the four Chicago stations refused to buy it.

The fourth, WBKB, said it would subscribe on a trial basis for one month, according to Mr. Seiler. Arbitron has had similar experience in New York, where WRCA and WCBS have refused to subscribe.

Mr. Seiler today told ADVERTISING AGE that no one has questioned the accuracy or the cost of Arbitron. But, he said, stations are taking the position they need services which show sets-in-use figures high enough to justify existing nighttime rates.

■ He thinks the next move must come from agencies and advertisers, "who are the victims of inflated sets-in-use figures."

"Just because our figures are correct, we're getting massacred," he lamented. He complained that advertisers and agencies have been lethargic in accepting rating information offered by stations.

"Our setback in Chicago presents a real challenge to advertisers and agencies," Mr. Seiler said. "If the advertiser doesn't take a stand now, he is going to have to take whatever the stations want to hand him in the way of research information."

If it is unable to go ahead with Arbitron, he said, ARB also may return to the diary method in markets where the Arbitron rating has been proposed.

"With the stations picking the service on the basis of the highest sets-in-use figure, rating services will be under tremendous pressure. When you use diaries it is not difficult to compete. For example, you can raise your figures substantially simply by not following up on non-responses."

■ Most of the transponders for the Arbitron system are already being withdrawn from Chicago but a few are continuing to provide a Chicago sample in the ARB seven-city Arbitron rating.

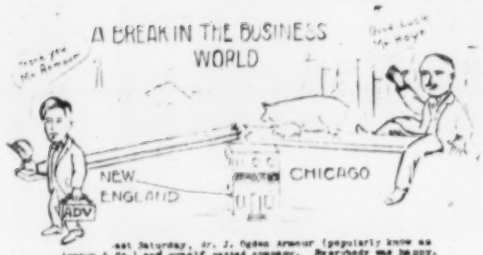
Mr. Seiler said there could be no question about the validity of ARB's Chicago sample or the accuracy of the results. He also contended that Arbitron results have been consistent with ARB diaries.

Arbitron service in Chicago was to be priced at $1,500 monthly for a daily report, compared with $375 monthly for the diary.

■ Heads of two of the three Chicago stations which declined to buy Arbitron service could not be reached for comment, but at WBBM-TV Frank Atlass, program director, told AA that his station did not buy Arbitron "because we were not confident that the daily ratings were accurate." He said the sample for daily ratings was too small, and the station had to wait until the end of a month to average these ratings to arrive at a final rating.

He said Arbitron "wanted too much money for their service" and added that his station couldn't buy the service without taking the daily ratings package. Two other reasons, he said, were that Arbitron (1) did not provide a sample of audience composition and (2) would have eliminated cumulative ratings.

Mr. Atlass also pointed out that Arbitron ratings were in direct conflict with the old ARB diary system and Nielsen. Arbitron ratings for daytime sets-in-use figures were 15% to 20% higher, and nighttime ratings were 15% to 20% lower than other systems, he said.



Last Saturday, Mr. J. Ogden Armour (popularly know as Armour & Co.) and myself, parted company. Everybody was happy. Nobody was hurt. Both of us landed on soft ground. I landed in New Haven, Conn. on the third floor of the Parker Building, Cor. Orange and Elm Streets.

MY BUSINESS - "Consulting Sales and Advertising Manager." That is the way my signs and business paper read. The meaning is simply this. My services and my Office organization are at the disposal of any firm who can use advertising. Now, it is an absolute fact that there isn't a business in these New England states whose results cannot be increased by advertising of the right kind. Problem - find the right kind.

I am not an advertising agent. My pay comes from my customer and not as commissions from the newspapers and magazines. My judgment is not warped by the signs of commissions. I can recommend or condemn any kind of advertising without losing a commission. You pay me a salary for the time I give it to you.

DIRECT TRADE WORK - I believe in direct to the trade mail work. Have you a list of 1000 or more prospective or present customers? I will make a proposition to mail on them by mail regularly every week, fortnight or month. I will secure actual orders for you. I can prove it. Let me show you the results of my past work.

ADVICE AND CONSULTATION - I will look over your business and tell you what I would do, etc. In giving advice to my clients, I shall have absolutely no axe to grind. I have no interests in advising a man to use newspaper space when he really ought to use circulars. My only interest is to make the business of my client more successful, so that he will continue to employ me.

PRINTING - Estimates given on folders, cards, booklets, catalogues, etc. The work I turn out is different from ordinary work.

MIMEOGRAPH LETTERS - Just like this and better. Original work Illustrated or Plain. Will do the whole thing for you, writing illustrating, printing, addressing and mailing.

I appreciate that this sort of announcement for a new business is neither conservative or usual. My idea in issuing such a circular is to show that effective, business-bringing work can be done at a minimum of expense and time. This announcement cost me a trifle for paper, ink and labor. It was planned, drawn, typewritten and mailed within three hours. I can do likewise for you at any time.

I am not very busy yet. I is time to talk to me. Later I may value my work more. Call, and I will show you my work with the proofs of results. Ask me and I will call on you.

Are you interested? Shall I place you on my mailing list? I shall be mailing out some rather good stuff.

CHARLES W. HOYT.

ORIGINAL BROADSIDE—*This photostat of the original broadside issued by Charles W. Hoyt in 1909, when he left Armour & Co. to start his own agency, emphasized that he was not an advertising agent, but a consulting sales and advertising manager.*

Its Rebate Policy Long Gone, Hoyt Finds 'Planned Ad' Idea Still Lively

(*Continued from Page 2*)

judgment is not warped by the signs of commissions. I can recommend or condemn any kind of advertising without losing a commission. You pay me a salary for the time I give to you."

His first client was Dillon & Douglass, a New Haven butter and egg wholesaler, which paid him a flat $1,200 a year, at the rate of $100 a month, to handle its advertising.

During its first year the agency spent $477 for advertising and made a profit of $4,700.

"Every year since, with one exception (1932), the agency has made a profit," Winthrop Hoyt, elder son of the founder and board chairman, told ADVERTISING AGE. This year, he said, Hoyt will bill between $10,000,000 and $11,000,000. It reported 1958 billings of $9,401,000, of which $351,000 was capitalized fees (AA, Feb. 23).

■ Mr. Hoyt feels it is a mistake to stress the past too much. "There is too much that needs attention today," he said. He is confident that advertising will grow, and that the opportunities it offers young men with new ideas are greater than ever.

He does not think that there will be any major change in the basic method of agency compensation. Although the Hoyt agency started off on a somewhat different basis—as noted above—shortly after it opened its New York office in 1910 it found it expedient to accept the principle of the 15% agency commission from media.

The present head of the agency, and his brother Everett, or "Red," as he is familiarly known, who is president, are convinced that agencies will have to take on more functions and, as they do, additional methods of compensation will evolve and become more general.

"Preparing and placing advertising is no longer the major function of an advertising agency and hasn't been for a long time," Winthrop Hoyt pointed out. "Today, agencies are expected to do many things—market research, package design and development, sales promotion, public relations.

"The agency function has broadened. Many factors have to be evaluated before an advertising campaign can be prepared and launched.

"But essentially it all boils down to one thing," he said. "The basic agency function is to help a client sell more goods and services."

■ The concept of "planned advertising," which the founder of the company developed, is probably more valid—and certainly more widely accepted—today than it was half a century ago. As Winthrop Hoyt noted, "Advertising should not be a hodge-podge of unrelated activities, but a coordinated activity, meshing with all other activities of a company to facilitate the movement of goods to the consumer."

■ Winthrop Hoyt became president of the agency at the age of 28, following the death of his father in 1928. He left in 1942 to join the Army Air Force, and his brother Everett, previously exec vp, took over the presidency. In 1946 Win Hoyt rejoined the company as board chairman.

During its 50 years, the Hoyt agency necessarily has helped to make advertising history. In addition to developing the concept of "planned advertising," and being one of the first agencies to establish a research department and a test kitchen, Hoyt also claims to have been the first to:

- Purchase radio time signals for a client, Sessions Clock Co., in 1923.
- Put Babe Ruth, Frank Buck and other sports personalities on radio for A. C. Gilbert Co., in 1928.
- Buy advertising space in newspaper comics section, for A. C. Gilbert Co., in 1922.
- Give away a race horse, for Mail Pouch Tobacco Co.'s Kentucky Club smoking tobacco Derby Day contest, in 1953. This annual contest is still running (AA, March 2).
- Begin a continuing study of psychological pricing at the retail level for both grocery and hard goods fields, in 1953.
- Use women—by inference—in liquor ads, for W. A. Taylor Co.'s Drambuie scotch liqueur, in 1957.

■ "No two advertising problems are ever the same," Win Hoyt said. "Each program must be tailored to the policies and objectives of the individual advertiser. That's another reason why I think it's a mistake to look back too much. New times and new conditions require new methods and fresh solutions. We believe in keeping current and planning ahead." #

Advertising lesson from Aesop—

MAKE IT A LION

One of the Aesop fables describes the great anxiety among lesser [illegible] over which had the largest family. After each had boasted of her numerous children, they came to the lioness and condescendingly asked, "Queen Leonne, how many children do you have as a family?" "Only one," growled the lioness with a flick of her tail. "But that one is a lion."

When it is remembered that over 10 billion dollars worth of advertising is put before the American public a year, today's national advertiser might well ask himself these questions: Does my advertising program look like a lion, to my sales force? To our trade? Does it hit the consuming public with the impact of a lion?

As an advertising agency whose experience covers 50 years, the Charles W. Hoyt Company can cite numerous instances where it has transformed mouse campaigns into lions—with highly profitable results to the advertiser. Would you like to know more about this "make it a lion" concept? We shall be glad to give you further facts upon request.

Charles W. Hoyt Company, Inc.
PLANNED ADVERTISING
[illegible] MADISON AVENUE, NEW YORK 17, N. Y.

NEW AD SERIES—*This is the first of a new series of ads the Hoyt agency is running in The New Yorker, New York Herald Tribune, New York Times, Journal of Commerce and Wall Street Journal to mark its 50th anniversary.*

New Haven, Conn.,
April 13, 1909.

Messrs. Dillon and Douglass,
New Haven, Conn.

Gentlemen:

With reference to our recent conversation: I make you the following proposition:

For the year ending March 31st, 1910, I am to act as advertising manager with duties as follows:

Prepare or supervise all copy used in your advertising.

Submit to you and carry through any advertising and sales plans which may be acceptable to you.

To accompany your sales force regularly both by mail and verbally with the work of this Department.

To purchase for your account all necessary printed matter, paper or any advertising material that you may require. There are to be no commissions earned by me in this work except with your knowledge and consent.

So far as consistent with good buying, all goods will be charged to you by the seller. If I can secure lower prices or rebates by buying through my office, I am to do so and give them to you at net cost.

In the case of commissions on newspaper advertising: this will not be done should it jeopardize my standing as an agent, but you will be informed exactly what can be done and your consent will be obtained before any action is taken.

I shall not incur any expense over $25.00 without your approval.

In handling work for you, I am to act precisely as would any regular employe, carefully guarding your interest in every way, giving the necessary amount of time to do the work properly and thoroughly.

My own service and that of my stenographer will be included in my fee.

All other expenses - postage, stationery, labor, printing bills, paper, etc. will be paid by you.

Weekly I am to render itemized statements which are to be settled by you weekly.

In the case of extraordinary expenses, such as large postage bills, you are to pay me when the expense is incurred.

For this service as outlined above, you are to pay me (illegible) payments to be made as follows: [illegible] per month for one year.

Charles W. Hoyt

We accept the above proposition.

Dillon & Douglass

FIRST CONTRACT—*This photostat of Charles W. Hoyt's first contract with a client, dated April 13, 1909, stipulates specifically the services he will render for a flat fee of $1,200 a year payable at the rate of $100 monthly. It also stipulates that he will not incur any expense over $25 without the client's approval. The client was a butter and egg wholesaler.*

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Venus Medium & Bertschtype 70B

FLEXIBILITY
is a fact of LIFE

No question about it. When it comes to flexibility, LIFE gives the advertiser a good deal.

Take LIFE's special *Fast Closing*. Who else can take your plates on Wednesday, then have your ad selling in over 6 million copies just 7 days later? No one.

LIFE can . . . and does. In LIFE's April 6 issue, Oldsmobile profited from LIFE's fast-closing flexibility. Seven days, that's all.

LIFE offers flexibility not only in speed, but in adaptability, too. *Split Runs*, for example: In the April 6 issue, National Distillers and Seagrams each used a split run to promote two different brands in separate areas of the country. Best Foods Mayonnaise, Hellmann's Mayonnaise and Continental Oil shared a 3-way split. National Brewing and Jim Beam also shared a split run. You can use a split run on a fast-close basis, too. Just give us your plates a day early. That's flexibility, in spades.

Here are more facts on flexibility—the kind agency creative people dote on. A four-color horizontal half-page spread for U. S. Rubber, and horizontal half-pages for Textron and Chrysler's MoPar appeared in LIFE. Also, in this same April 6 issue Swift's Vigoro ran a 3-page gatefold cover.

• • •

The fact is, just about the only thing that isn't flexible about LIFE is LIFE's lead in advertising revenue.

For the last 53 consecutive business quarters, LIFE has led all magazines in advertising revenue. Thus far, in the first quarter of 1959—12 issues—advertisers have invested about 45% more dollars in LIFE than in the next leading magazine.

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker